



# The origin of TV content in VOD catalogues in Europe

2017 edition

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**The origin of TV content in VOD catalogues – 2017 edition**

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# The origin of TV content in VOD catalogues in Europe Edition 2017

Christian Grece  
Marta Jiménez Pumares



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# Introduction, methodology and limits

## Introduction

This report on the TV content composition of Subscription Video-on-Demand (SVOD) and Transactional Video-On-Demand (TVOD) catalogues provides data never compiled before in Europe. It presents first an overview of the composition of SVOD and TVOD catalogues in Europe, relative to their TV contents offer. This is done on two levels: by numbers of unique TV series titles available and by the total number of cumulated TV episodes available. The report provides then detailed figures service by service.

## Methodology

### Sample of services

Information on the catalogues can only be retrieved from services available over the Internet. The sample therefore includes therefore only “Over-The-Top” services.

### Country of origin

The country (and therefore region of origin) taken into account is the main production country, listed in IMDb or other TV databases such as TVDB. The country of origin is therefore the first production country in the case of co-productions (the order of production countries reflects in IMDb the main origin of the production budget of the title).

Once the country of production is identified (through an automatic and manual matching process), production countries are classified into two main regions, European OBS (works where the main country of production is a member of the European Audiovisual Observatory) and International.

Titles with an origin in a European OBS country are subdivided into EU 28 (a country member of the European Union) and other European OBS (the remaining countries member of the Observatory but not members of the EU). For EU 28 titles, an additional distinction is made between EU non-national titles and national titles.

Titles with an international origin are subdivided into two categories, titles with an US origin and titles with other international origins.



## Number of episodes

The number of episodes retrieved from the catalogues is sometimes superior to the actual number of episodes of a TV programme (e.g., because the TV programme is available both in Standard and High definition). The number of episodes has therefore been compared with information from the above-mentioned data bases and corrected when necessary.

## Limits of the report

As with each statistical report, there are limits on the data used and limits on the application of the results.

- Timing of analysis: Snapshot at a given time

As VOD catalogues change over time, the results in this report are only a snapshot and do not provide a comprehensive coverage of all TV titles available in a given country.

- Representivity of VOD services: Not a comprehensive picture of all SVOD and TVOD services available in a country

As the services are only a sample of VOD services available in a given country, and furthermore the technology employed functions only for OTT VOD services (VOD services distributed over a managed network are not included), the results do provide a comprehensive picture of all TV content available in a country.

- Retrieval of titles in catalogues

In some rare cases, the catalogues might not have been fully retrieved. This may have occurred in extremely large catalogues due to technical issues. However, after manually checking the results and the number of TV series in VOD catalogues (when this information was available), this should not have occurred in most of the cases.

- Identification and matching rate close to 90% but errors may have occurred

The Observatory team manually checked and reconciled the data retrieved from the catalogues. However, errors may still have occurred which we estimate to be below 10% of all TV contents recovered.



# 1. Main findings

## 1.1. The sample

- The report covers **90 VOD country catalogues** corresponding to **23 national** VOD services/catalogues and **12 pan-European and multi-country** services that sum up to 67 different catalogues:
  - SVOD services with Amazon in 2 countries, C More in 5 countries, Horizon in 4 territories, Netflix with 27 country catalogues and Voyo in 2 countries.
  - TVOD services with: Apple iTunes in 3 countries, Chili TV in 5 countries, Microsoft in 11 territories, Rakuten in 5 countries, SF Anytime with 3 catalogues, Google Play Series with one catalogue and Sony Playstation in one country.

**Table 1. Number of total VOD services analysed, in units**

VOD Services analysed	SVOD	TVOD	Sum
Pan-European / Multi-country	5	7	12
National services	9	14	23
<b>Totals</b>	14	21	<b>35</b>

Source: European Audiovisual Observatory

**Table 2. Number of total VOD country catalogues analysed, in units**

VOD Country catalogues analysed	SVOD	TVOD	Sum
Pan-European / Multi-country	38	29	67
National services	9	14	23
<b>Totals</b>	47	43	<b>90</b>

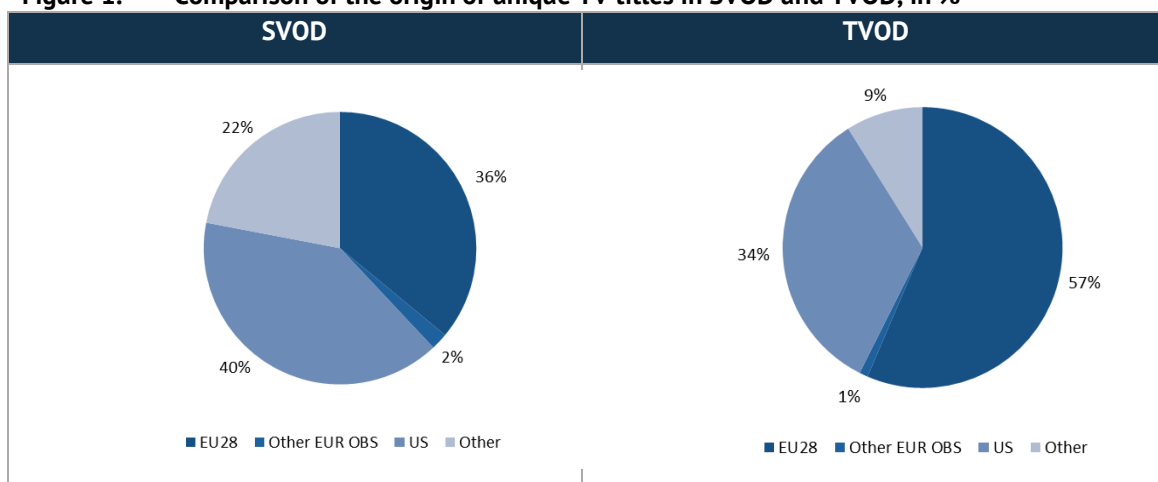
Source: European Audiovisual Observatory

## 1.2. Titles available in VOD

### 1.2.1. Number and origin of TV content titles

4 148 different content titles were identified in the 47 SVOD catalogues and 3 307 in the 43 TVOD catalogues. European titles account for 38% of all unique titles in SVOD and for 58% of all unique titles in TVOD. Proportionally, more European titles access to TVOD than to SVOD. But, as US series are available in more catalogues, the share of European content is lower when measured on a cumulated basis on all European platforms (see section 1.4).

**Figure 1. Comparison of the origin of unique TV titles in SVOD and TVOD, in %**



Source: European Audiovisual Observatory

### 1.2.2. Number of episodes per title

- The average TVOD or SVOD TV content title has 23 episodes. But the number of episodes varies depending on the origin of the programme:
  - US TV contents tend to have more episodes than EU 28 contents.
  - In SVOD, other European contents tend to have more episodes than the average: this is due in particular to long-running Turkish TV soaps.
  - In TVOD, other international content tends to have more episodes than the average; this is due in particular to long-running Japanese animated series.

**Table 3. Average number of episode per title by origin, in units**

	EU28	Other Eur	US	Other International	All
<b>SVOD</b>	21	41	24	25	23
<b>TVOD</b>	19	14	29	40	23

Source: European Audiovisual Observatory

- When compared with US programmes, the lower number of episodes by title of European content contributes to a lower share when measured in terms of number of episodes (see section (1.4).

### 1.2.3. Homogeneity of the pan-European and multi-country catalogues

- To which extent are the national catalogues of a pan-European or multi-country service similar? Netflix and Apple iTunes catalogues are relatively homogeneous: On average, a given Netflix TV title or a given Apple iTunes title are available on average in half of the respectively 27 and 3 catalogues. SVOD pan-European services indeed contribute to the circulation of programmes.
- But in both cases, US titles tend to be available in more catalogues than EU 28 content. US titles are available on average in 15.3 Netflix catalogues vs. 8.3 for EU 28 content; and in 1.6 catalogues vs. 1.2 for EU content for iTunes. The difference may be attributed to the fact that part of the national content included in a given national catalogue is not necessarily appealing for the other countries. It still shows a significant level of circulation of EU 28 content among the Netflix catalogues.
- Other services' catalogues are less homogeneous. It is in particular the case for the Microsoft catalogue, where a given title is only available in 2 out of 11 catalogues.

**Table 4. Average number of catalogues where a title is available by origin, in units**

Service	Number of catalogues	Average number of catalogues where a given title is found				
		All origin	EU 28 origin	Other EUR-OBS origin	US origin	Other international origin
Apple iTunes	3	1,40	1,18	1,00	1,64	1,31
Horizon GO	4	1,13	1,02	N/A	1,25	1,14
Chili TV	5	2,39	1,55	2,00	2,60	1,80
Rakuten TV	5	1,53	1,11	2,00	1,70	1,14
Microsoft Video	11	1,91	1,40	3,00	2,14	1,65
Netflix	27	12,13	8,34	13,38	15,34	12,82

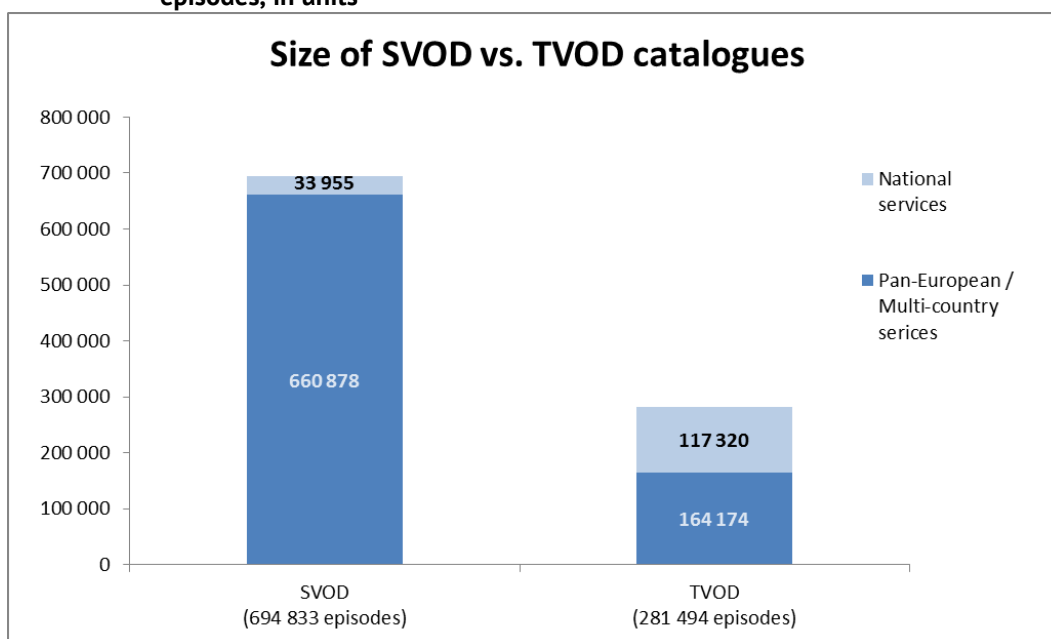
Source: European Audiovisual Observatory

## 1.3. Size of the catalogues in number of episodes

### 1.3.1. SVOD and TVOD comparison

- **In terms of number of episodes**, whereas the number of TVOD and SVOD catalogues included in the sample are similar (43 and 47), on average TVOD catalogues tend to be smaller (about 6 500 episodes) than SVOD catalogues (about 15 000 episodes).

**Figure 2. Comparative sizes of SVOD and TVOD catalogues, in number of identified cumulated episodes, in units**



Source: European Audiovisual Observatory

- The differences in the average size of catalogues between TVOD and SVOD can therefore be explained by mainly two interrelated factors:
  - TVOD focuses on the newest (and thus more appealing) TV contents, whereas SVOD is more oriented towards the long-tail model.
  - SVOD catalogues include therefore contents from more diverse origins (i.e. Japanese anime), and/or older series. These two categories of content tend to have a high number of episodes per title, and therefore strongly impact the size of the SVOD catalogues when measured in number of episodes.

### 1.3.2. Size of SVOD catalogues

- The **size of the catalogues** strongly differs in both the identified unique TV series titles and in the total number of identified cumulated episodes, ranging from 9 TV series titles with 219 available episodes (Voyo in Slovenia) to 1 253 series titles with 33 736 available episodes (Netflix in the United Kingdom). They also differ between the different national versions of the pan-European and multi-country services:

- Netflix proposes 464 unique titles with 13 749 episodes in Italy, but 1 253 titles with a total 33 736 episodes in the United Kingdom.
- C More catalogues are smaller but also differ, from 863 episodes in Denmark to 5 004 identified episodes in Sweden.
- Horizon is a particular case offering 15 unique titles that account for 263 episodes in the Czech Republic, while in Horizon in Germany, with 17 unique titles the service reaches 2 674 episodes. This is due to the German catalogue being mainly composed of long-running German series.

### 1.3.3. Size of TVOD catalogues

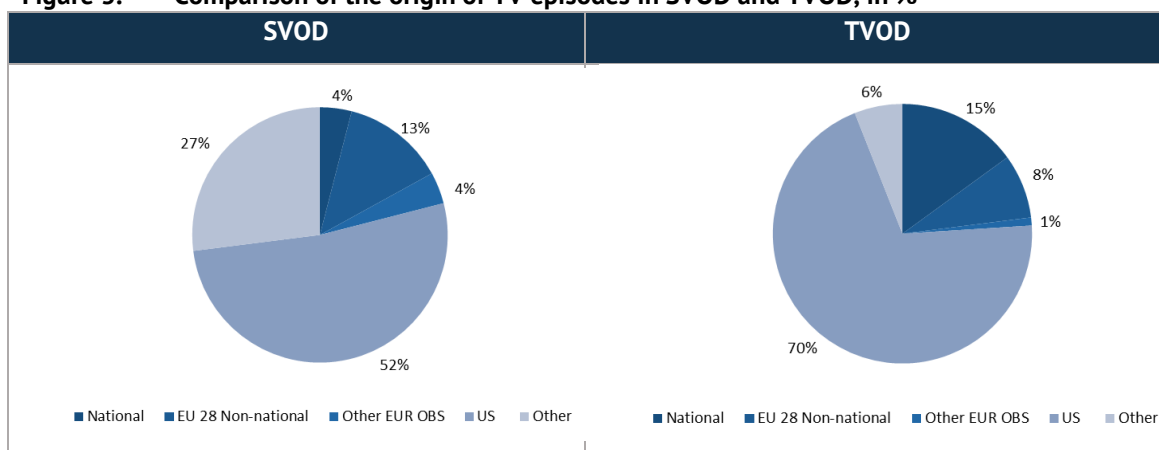
- The **size of the catalogues** strongly differs in both the identified unique TV series titles and in the total number of identified cumulated episodes, ranging from 14 unique TV titles with 379 available episodes (Chili TV in Poland) to 839 titles with 20 209 available episodes (Maxdome in Germany). They also differ between the different national versions of the pan-European and multi-country services:
  - Chili TV shows the greatest difference between country catalogues with 14 unique titles (379 episodes) found in Poland vs. the ten times bigger catalogue in the United Kingdom with 125 unique titles and an impressive 5 232 episodes.
  - Microsoft proposes 18 titles with 1 427 episodes in the Netherlands, but 87 titles with a total 4 966 episodes in Ireland.
  - Rakuten TV has 19 unique titles with 1 198 episodes in its Italian catalogue, while it sums 94 titles with a total 3 213 episodes in France.

## 1.4. Origin of content measured in number of episodes

### 1.4.1. SVOD and TVOD comparison

- The share (measured in episodes) of European works is higher in TVOD (24%) than in SVOD (21%).
- Among these European contents, national works represent the majority for TVOD (63%), but a minority for SVOD services (19%). This may be explained by the priority given by TVOD services to TV content well known to their customers and therefore with a strong commercial appeal, i.e. primarily national content, whereas SVOD services, due to their business model, can favour the discovery of new content.
- Among non-European content, US content represents the vast majority in TVOD (92%) but a smaller share in SVOD (66%). SVOD follows a long tail strategy and proposes more diverse content.

**Figure 3. Comparison of the origin of TV episodes in SVOD and TVOD, in %**



Source: European Audiovisual Observatory

### 1.4.2. Origin of content in SVOD catalogues

- The cumulative count of identified **TV episodes** shows that on average, **European TV content has a share of 21%** of all the SVOD catalogues.

**Table 5. SVOD – Country of origin of cumulated TV episodes, in units and %**

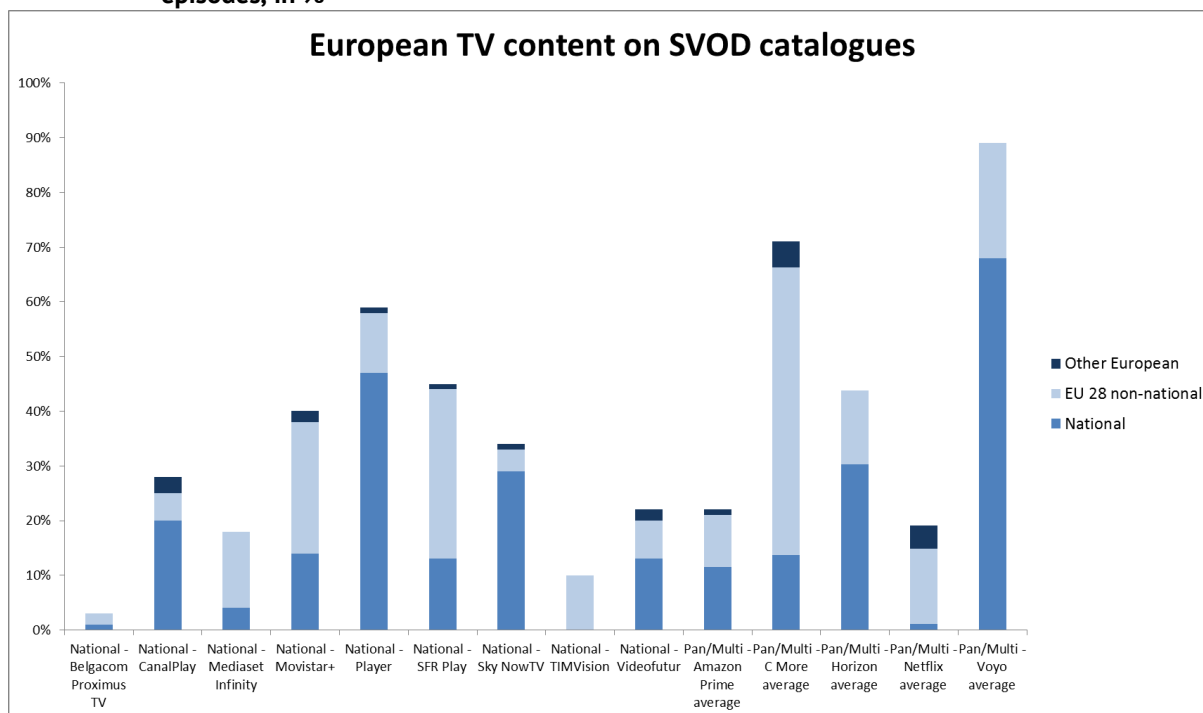
SVOD total			
Total episodes			
714 139			
Number of TV series titles	28 335		
Identified	25 565	90%	
Breakdown by Region of Origin of episodes identified			
694 833			
97%			
European OBS		International	
147 392		547 441	
21%		79%	
EU 28	Other European OBS	US	Other International
118 183	29 209	358 675	188 766
17%	4%	52%	27%
EU 28 non-national	National		
92 859	25 324		
13%	4%		

Source: European Audiovisual Observatory

- But the **share of European content** strongly differs between catalogues:
  - For pan-European and multi-country services, the share of EU 28 TV contents reaches 90% on average for Voyo (2 catalogues) and 66% for C More (3 catalogues), but only 15% for Netflix (27 catalogues).
  - Among national SVOD services, SFR Play in France reaches 44% and Movistar+ in Spain 38% of EU 28 TV content, while the same content represents only 5% of the Player catalogue (Poland) and 3% of the Belgacom-Proximus catalogue (Belgium).

- The analysis shows also strong variations of the share of **national episodes**, from 5% (Netflix) to 68% (Horizon) for pan-European and multi-country services, and from 0% (TIMVision) to 85% (SkyNow TV) for national services.

**Figure 4. Origin of European content in SVOD catalogues, in share of identified cumulated episodes, in %**



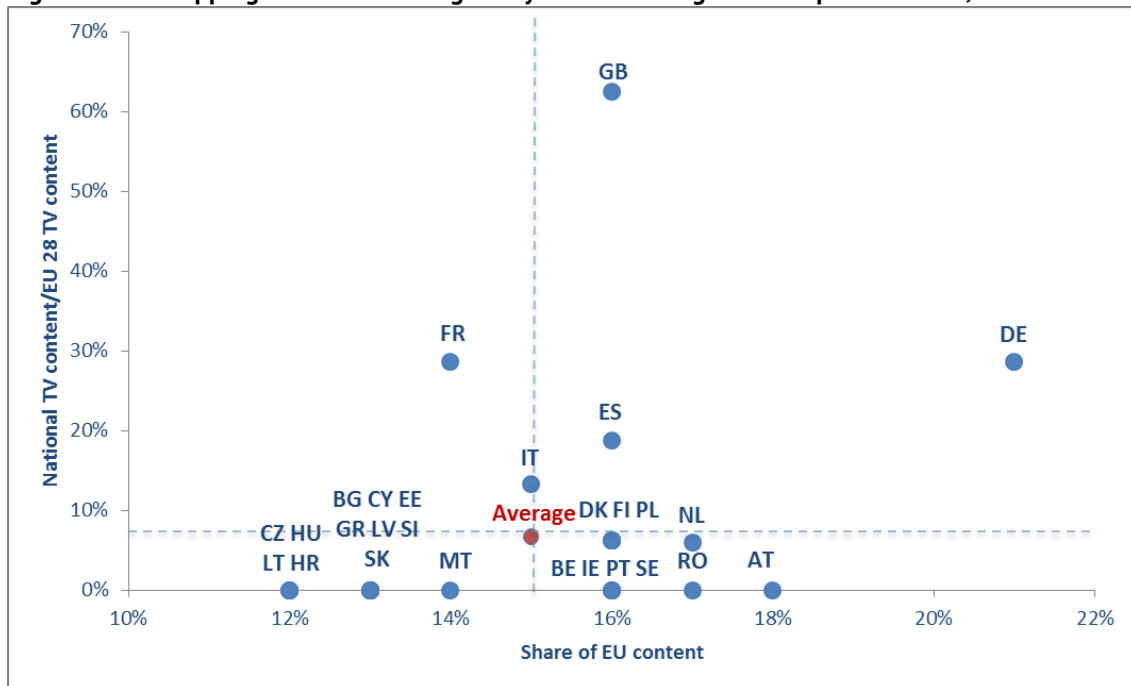
Source: European Audiovisual Observatory

- **Regarding European content**, SVOD services can be mapped following two criteria:
  - The share of EU content.
  - The share of national content among this EU 28 content.

This mapping shows that:

- A service covering a large number of countries, such as Netflix, can reach a certain level of European contents by including TV productions from a given European country in several catalogues, contributing to a higher rate of circulation of European TV contents both in Europe and in the international market.
- The share of national TV content in each country seems closely linked to the country's production capacity: the Netflix catalogues available in the five biggest European countries in terms of production capacity (DE, ES, FR, GB, IT) have higher shares of national TV episodes (from 2% in Italy to 10% in the United Kingdom) while the countries with smaller production capacity rely more on imports for their consumption of EU 28 contents. National content amounts to 1% of the Netflix catalogues in Denmark, Finland, the Netherlands, Poland and Sweden, and is virtually non-existent in the remaining 17 catalogues.

Figure 5. Mapping of Netflix catalogues by share and origin of European content, in %

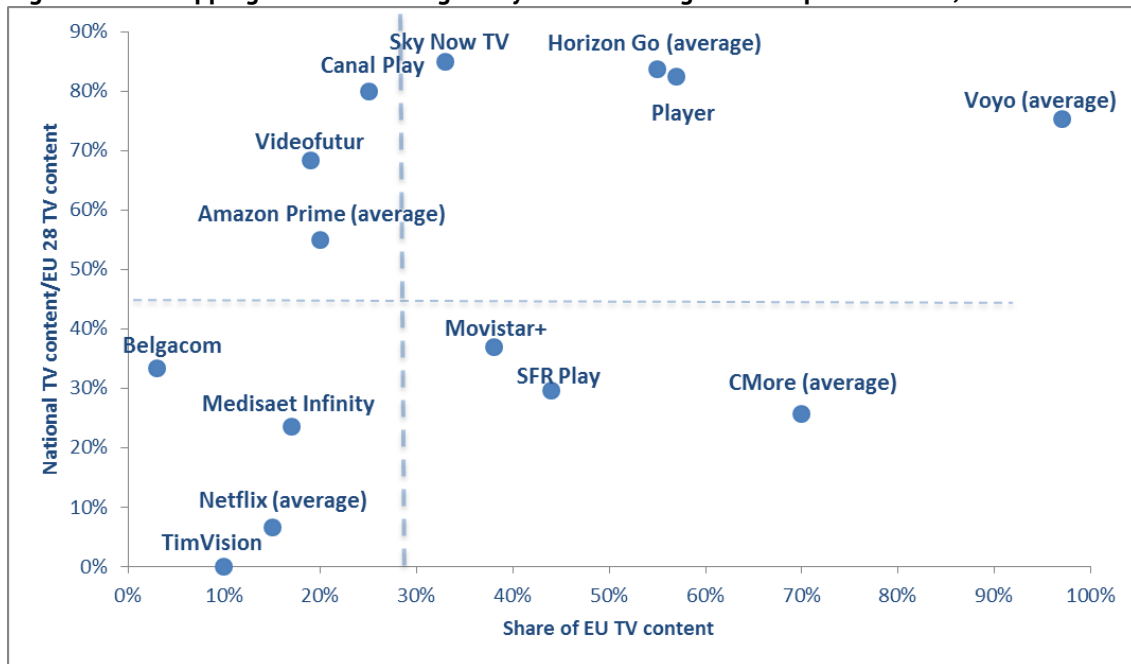


Source: European Audiovisual Observatory

- The composition of the pan-European and multi-country catalogues follow different models:
  - Netflix (27 country catalogues) composes a global catalogue, with not only US and European content but a remarkably high share of content from other regions of the world and can be considered therefore as the first worldwide audiovisual network.
  - Horizon (4 country catalogues) is mainly developed to match the needs of national TV packagers and therefore relies on a high share of national content.
  - C More (3 country catalogues): is a regional service for Scandinavia. Its cumulated catalogue shows 74% of European contents, a vast majority being non-national. Content from other Scandinavian countries account for 33% of this non-national content.
  - The two country catalogues of Amazon (Germany and the United Kingdom) included in the sample have very specific characteristics: both services have been initially developed on a national basis and then acquired by Amazon. Both catalogues have a share of European TV content above the average, mainly through a high level of national programmes.



Figure 6. Mapping of SVOD catalogues by share and origin of European content, in %



Source: European Audiovisual Observatory

- The national SVOD services also follow different models:
  - Player in Poland and Sky Now TV in the United Kingdom combine a relatively high share of European TV content and, among this European content, a high share of national content.
  - SFR Play in France and Movistar+ in Spain also reach a relatively high share of European content, but mainly due to a high share of European non-national programmes.
  - Player in Poland and SFR Play also stand out by a share of about 25% of non-European and non-US content.

### 1.4.3. Origin of content in TVOD catalogues

The cumulative count of TV episodes in TVOD catalogues shows that on average, **European TV contents have a share of 24%** of all the TVOD catalogues.

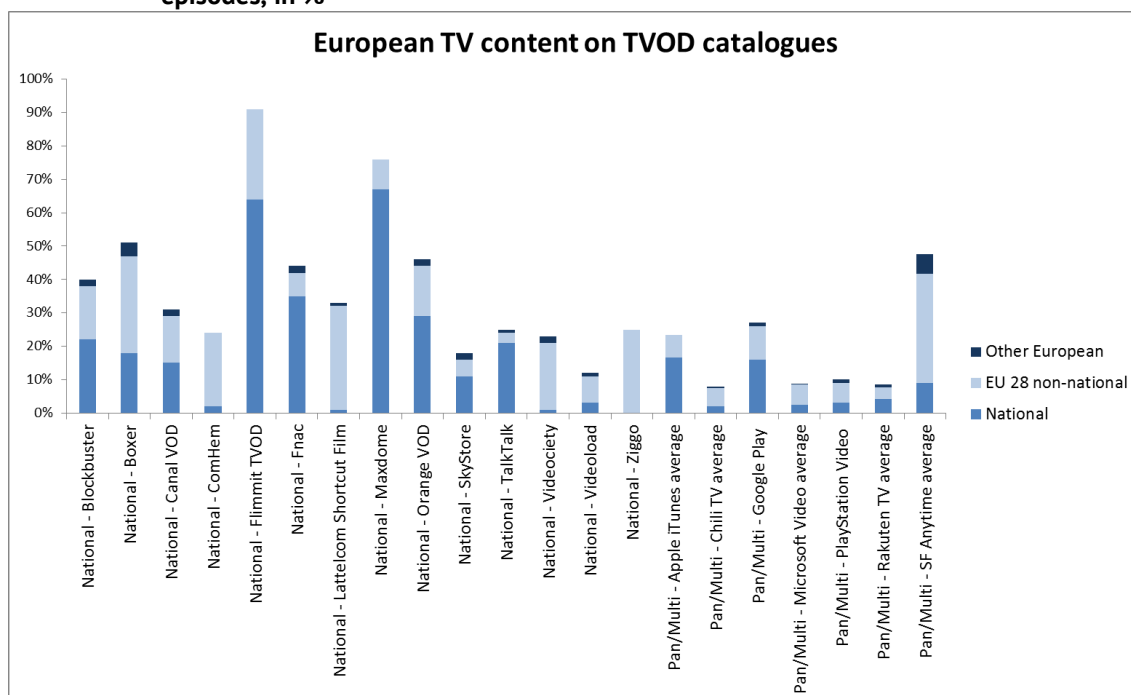
**Table 6. TVOD – Country of origin of cumulated TV episodes, in units and %**

TVOD						
Total episodes						
292 883						
Number of TV series titles	9 287					
Identified	8 045	87%				
Breakdown by Region of Origin of episodes identified						
281 494					96%	
European OBS			International			
67 765			24%	213 729		76%
EU 28		Other European OBS	US		Other International	
65 249	23%	2 516	1%	197 271	70%	
				16 458	6%	
EU 28 non-national		National				
22 794	8%	42 455	15%			

Source: European Audiovisual Observatory

- But also in this case the **share of European content** strongly differs between catalogues:
  - For pan-European and multi-country services, the share of EU 28 TV episodes goes from 7% on average for Chili TV (5 catalogues) to 41% for SF Anytime (3 catalogues).
  - Among national TVOD services, Flimmit TV in Austria reaches 91% of EU 28 TV content followed by Maxdome in Germany with 76%, while the same content represents only 10% of the Videoload catalogue (Germany).
- The analysis shows also strong variations of the share of **national episodes**, from 9% (SF Anytime) to 17% (Apple iTunes) for pan-European and multi-country services, and from 0% (Ziggo) to 66% (Maxdome) for national services.

**Figure 7. Origin of European content in TVOD catalogues, in share of identified cumulated episodes, in %**



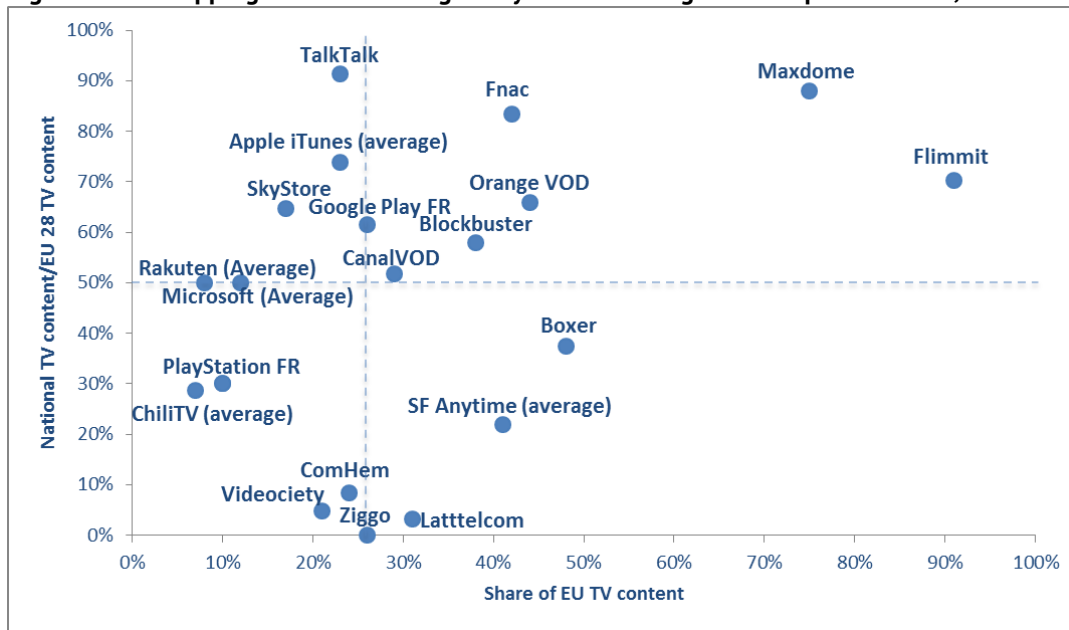
Source: European Audiovisual Observatory

- **Regarding European content**, SVOD services can be mapped following two criteria:
  - The share of EU content.
  - The share of national content among this EU 28 content.

This mapping shows that:

- National TV episodes represent **63% vs. 33%** for EU non-national TV episodes, which is the **opposite of the SVOD model**.
- The part of national TV contents in each country on pan-European and multi-country services seems to be linked to the production capacity of each country, with the exception of the Microsoft Video catalogue whose share of national works is lower in Spain (0%), than in Finland (1%). Logically, the countries with smaller production capacity rely more on imports for their consumption of EU 28 films. Nevertheless, there are some exceptions: in the SF Anytime Swedish catalogue from Sweden, national content (19%) almost equals non-national European content (24%).

Figure 8. Mapping of TVOD catalogues by share and origin of European content, in %



Source: European Audiovisual Observatory

- The composition of the pan-European and multi-country catalogues follow different models:
  - Pan-European and multi-country services generally tend to favor US content and, among European content, non-national content. But Apple iTuves has a much stronger emphasis on national content. And SF Anytime proposes a much higher share of European content, based mainly on national content.
  - The composition of the catalogues of the national players is even more diverse.
  - Players such as Maxdome, Flimmit, FNAC or Orange propose a relatively high share of European content, mainly through National content.
  - Boxer or Latttelcom have a higher share than the average TVOD catalogue, but mainly through European-non-national content.
  - Players like TalkTalk or SkyStore focus on national content; the global share of EU 28 content is therefore below the average.
  - Other players do not have any specific focus on European content, national or non-national.

## 2. Origin of TV series in Subscription VOD catalogues – 47 catalogues

### 2.1. Overview of all SVOD services

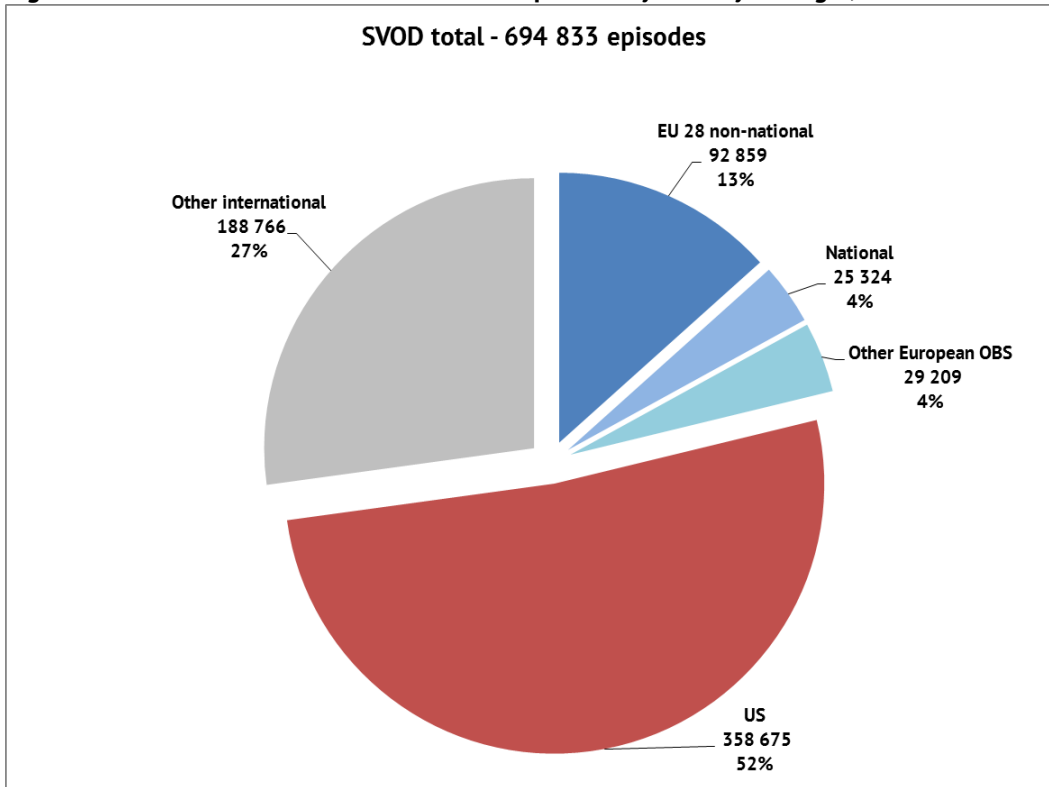
#### 2.1.1. All SVOD services – Cumulated count

Table 7. SVOD – Country of origin of cumulated TV episodes, in units and %

SVOD total			
Total episodes			
714 139			
Number of TV series titles	28 335		
Identified	25 565	90%	
Breakdown by Region of Origin of episodes identified			
694 833			
97%			
European OBS		International	
147 392		547 441	
21%		79%	
EU 28	Other European OBS	US	Other International
118 183	29 209	358 675	188 766
17%	4%	52%	27%
EU 28 non-national	National		
92 859	25 324		
13%	4%		

Source: European Audiovisual Observatory

Figure 9. SVOD – Share of cumulated TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

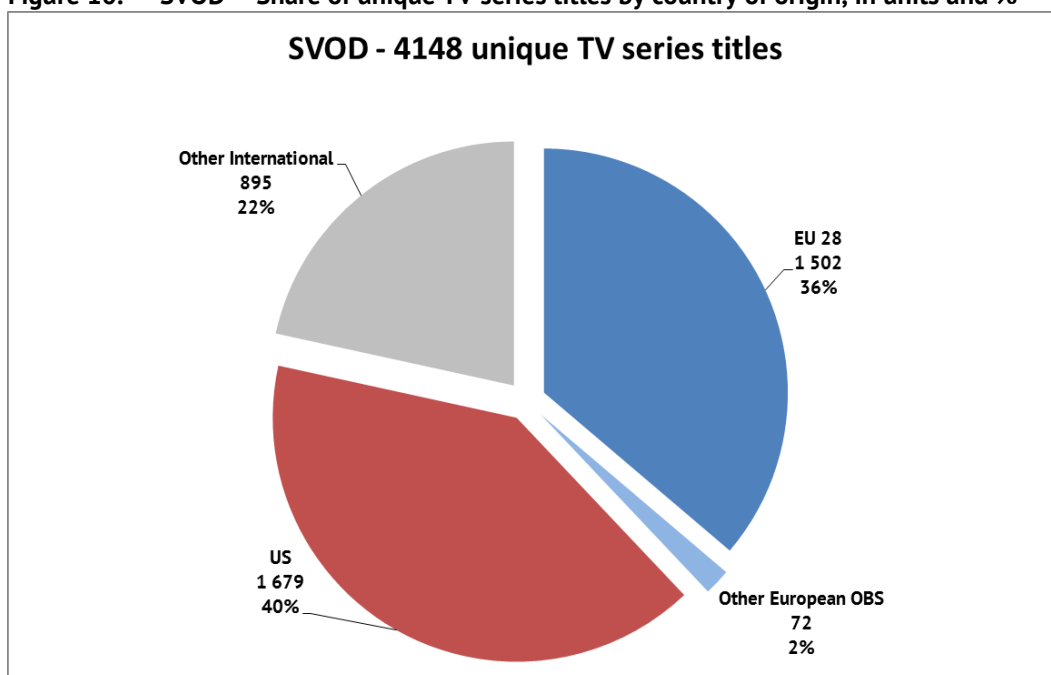
2.1.1.1. All SVOD services – Single title count

Table 8. SVOD – Country of origin of unique TV series titles, in units and %

SVOD					
Total unique TV series titles					
6 153					
Breakdown by Region of Origin of TV series titles identified					
4 148				67%	
European OBS			International		
1 574			2 574		
38%			62%		
EU 28		Other European OBS		US	
1 502		72		1 679	
36%		2%		40%	
				895	
				22%	

Source: European Audiovisual Observatory

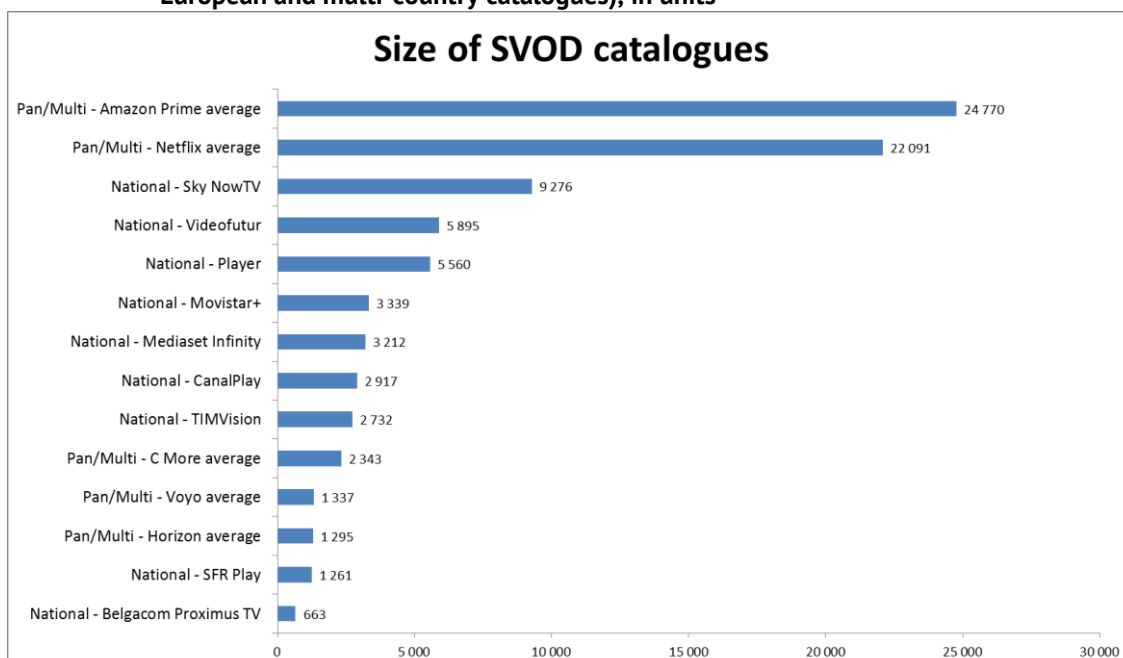
**Figure 10. SVOD – Share of unique TV series titles by country of origin, in units and %**



Source: European Audiovisual Observatory

### 2.1.1.2. SVOD – Size of catalogues

**Figure 11. Size of SVOD catalogues by number of episodes identified (average number for pan-European and multi-country catalogues), in units**

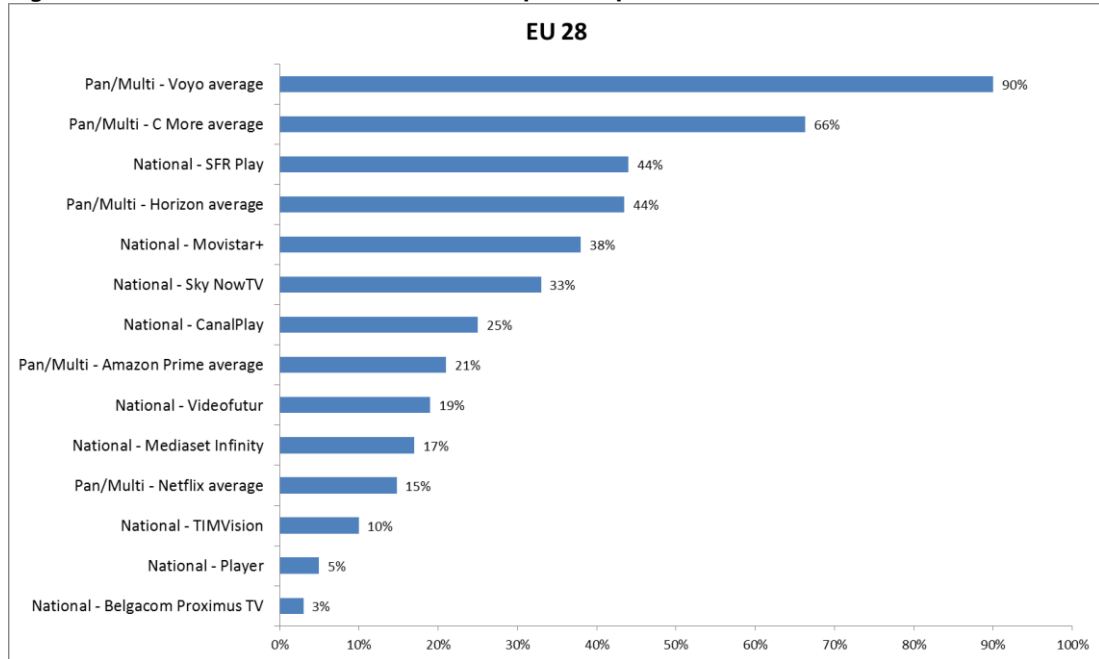


Source: European Audiovisual Observatory

### 2.1.1.3. SVOD – Share of TV series by region of origin

#### 2.1.1.3.1. Share of EU 28 TV episodes

**Figure 12. All SVOD – Share of EU 28 TV episodes per SVOD service, in %**

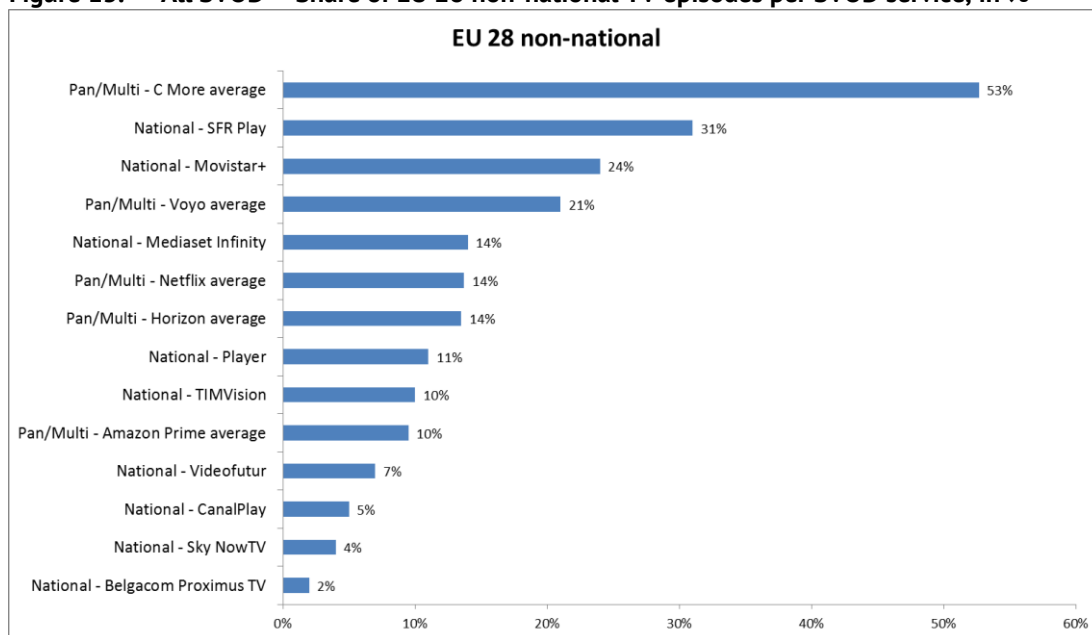


Source: European Audiovisual Observatory



### 2.1.1.3.2. Share of EU non-national TV episodes

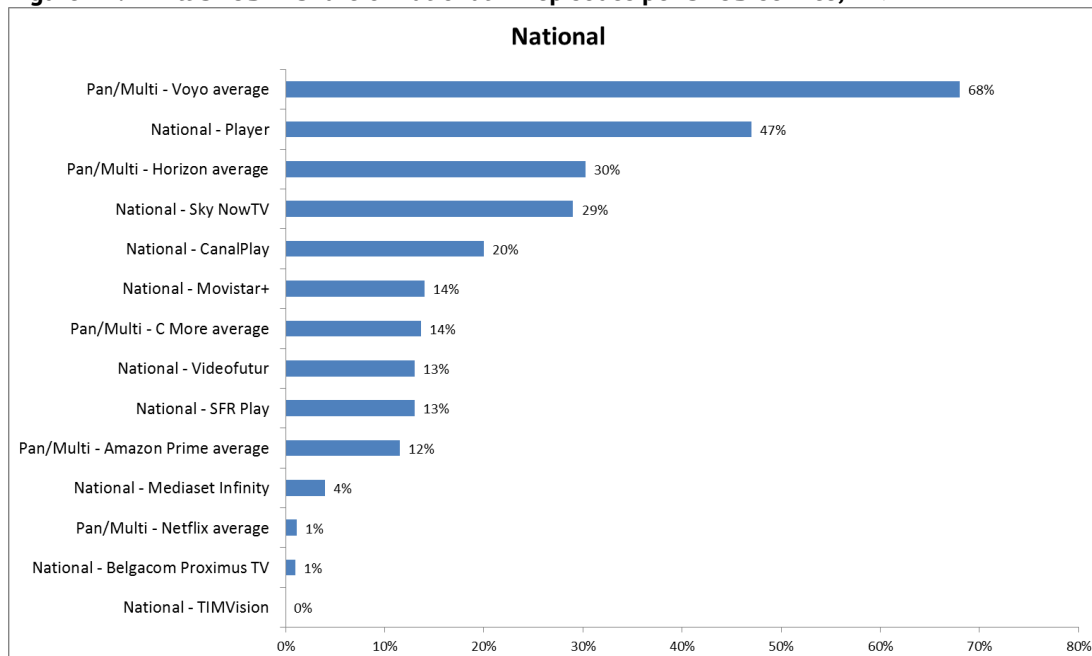
**Figure 13. All SVOD – Share of EU 28 non-national TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

### 2.1.1.3.3. Share of national TV episodes

**Figure 14. All SVOD – Share of national TV episodes per SVOD service, in %**

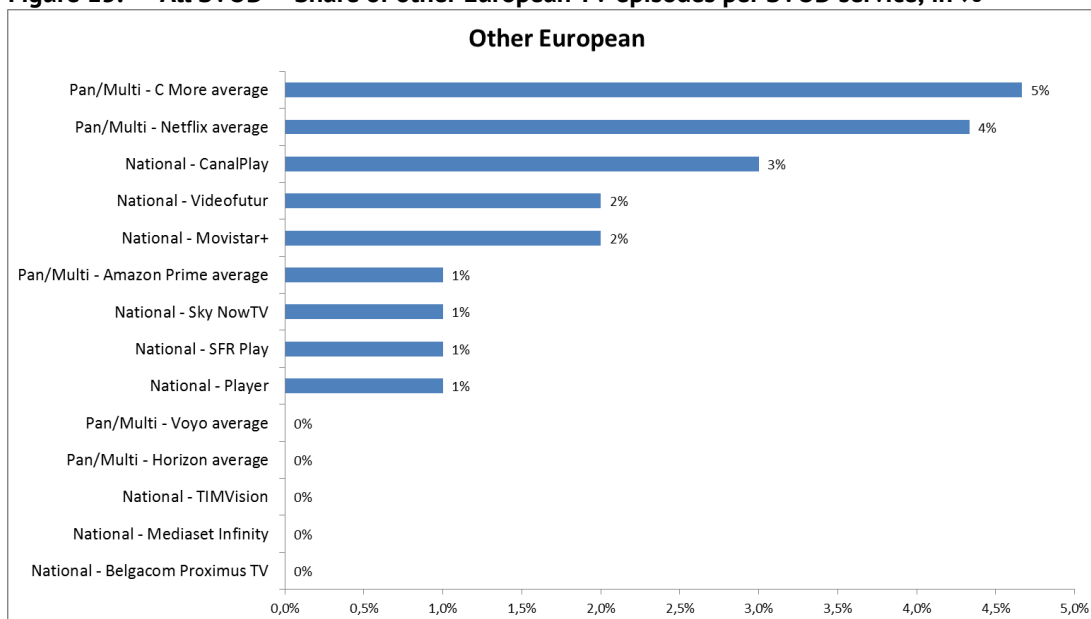


Source: European Audiovisual Observatory



#### 2.1.1.3.4. Share of other European TV episodes

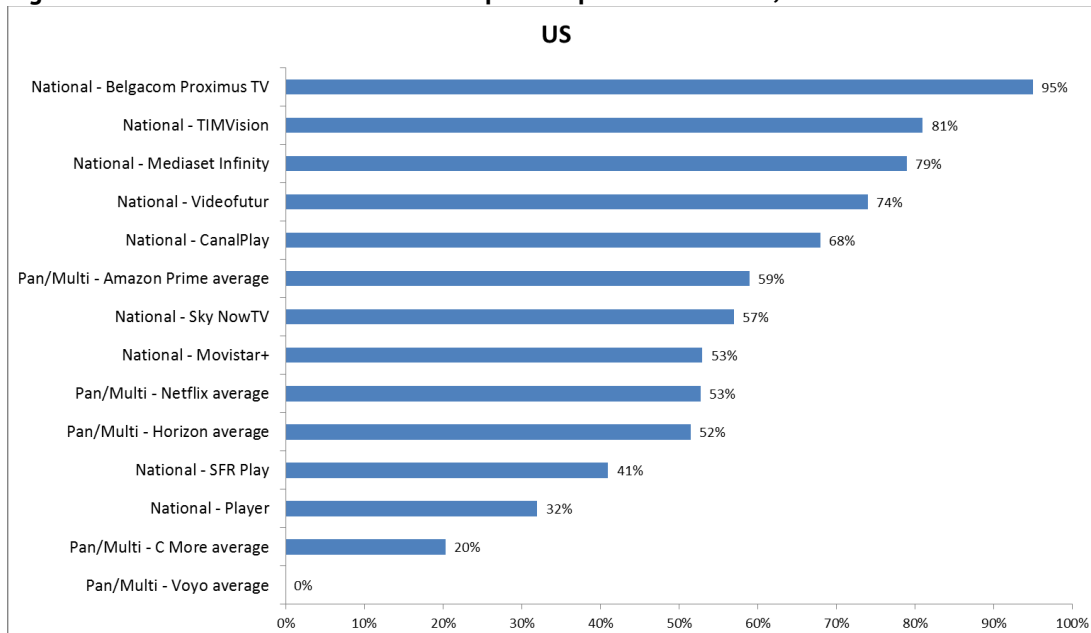
**Figure 15. All SVOD – Share of other European TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

#### 2.1.1.3.5. Share of US TV episodes

**Figure 16. All SVOD – Share of US TV episodes per SVOD service, in %**

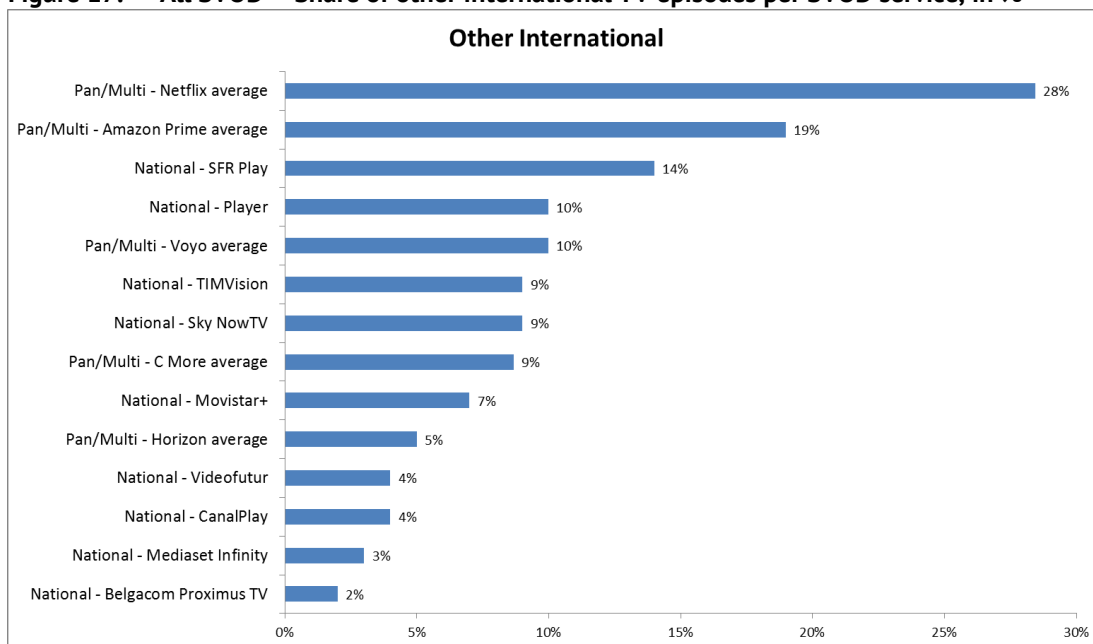


Source: European Audiovisual Observatory



2.1.1.3.6. Share of other international TV episodes

**Figure 17. All SVOD – Share of other international TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

## 2.2. Pan-European and multi-country SVOD services (38 catalogues)

### 2.2.1. Amazon (2 catalogues)

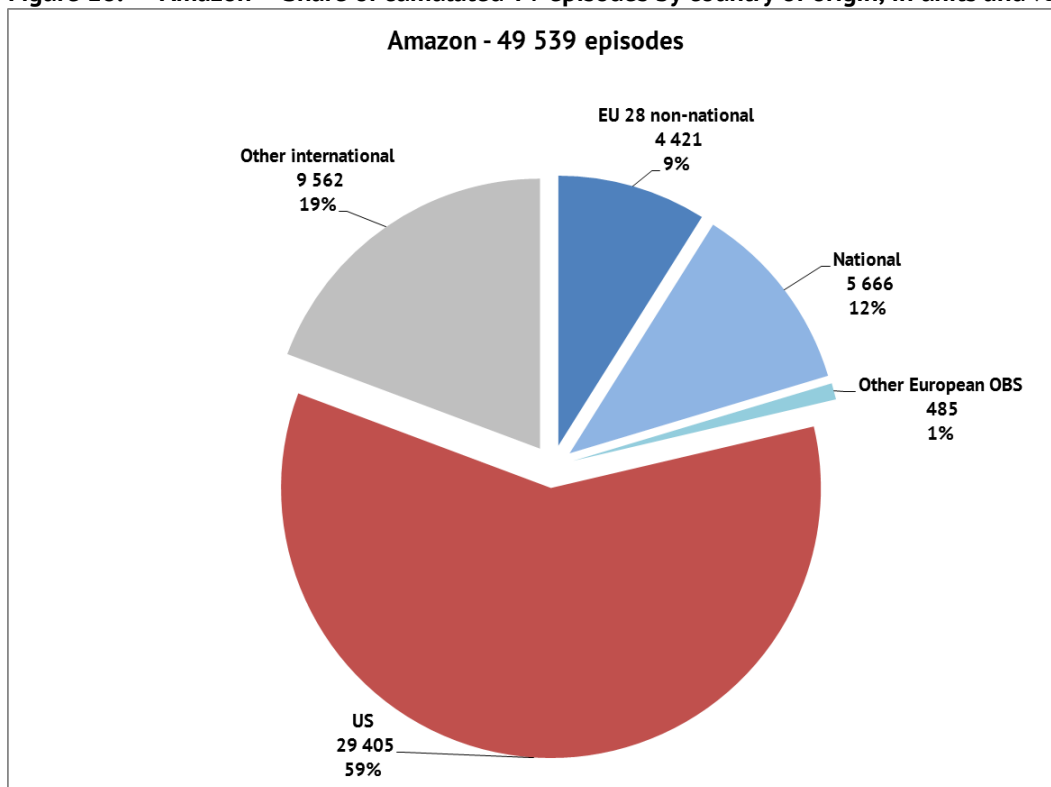
#### 2.2.1.1. Amazon cumulated count

**Table 9. Amazon – Country of origin of cumulated TV episodes, in units and %**

Amazon							
Total episodes							
62 279							
Number of TV series titles	3 273						
Identified	1 985	61%					
Breakdown by Region of Origin of episodes identified							
49 539							
80%							
European OBS			International				
10 572			38 967				
21%			79%				
EU 28		Other European OBS		US		Other International	
10 087	20%	485	1%	29 405	59%	9 562	19%
EU 28 non-national		National					
4 421	9%	5 666	11%				

Source: European Audiovisual Observatory

Figure 18. Amazon – Share of cumulated TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

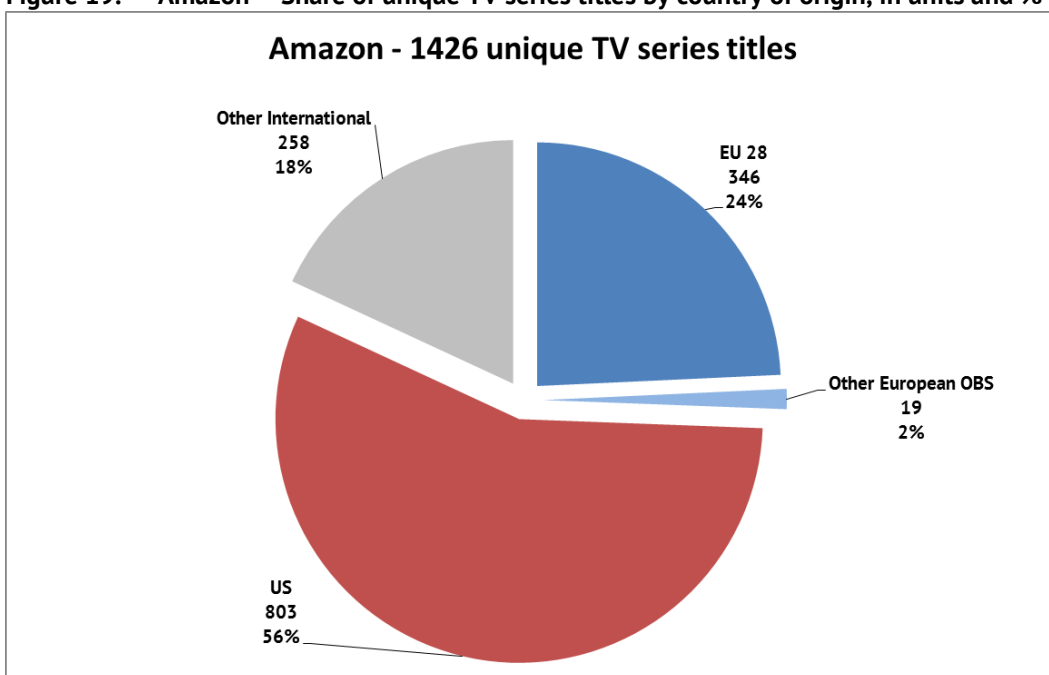
### 2.2.1.2. Amazon single title count

Table 10. Amazon – Country of origin of unique TV series titles, in units and %

Amazon							
Total unique TV series titles							
2 354							
Breakdown by Region of Origin of TV series titles identified							
1 426							61%
European OBS				26%	International		
365					1 061		
EU 28			Other European OBS		US		Other International
346	24%	19	1%		803	56%	258
							18%

Source: European Audiovisual Observatory

Figure 19. Amazon – Share of unique TV series titles by country of origin, in units and %



Source: European Audiovisual Observatory

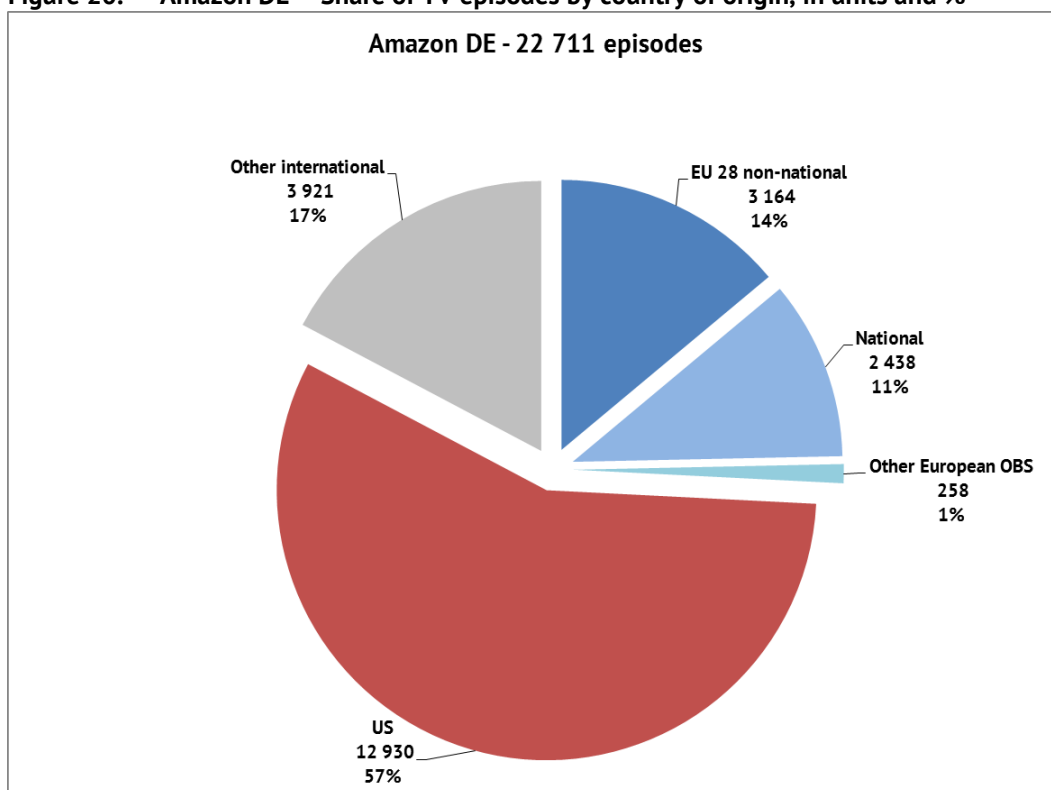
### 2.2.1.3. Amazon in Germany

Table 11. Amazon DE – Country of origin of TV episodes, in units and %

Amazon DE				
Total episodes				
27 514				
Number of TV series titles	1 393			
Identified	908	65%		
Breakdown by Region of Origin of episodes identified				
22 711				
83%				
European OBS			International	
5 860			16 851	
26%			74%	
EU 28		Other European OBS	US	Other International
5 602	25%	258	12 930	57%
		1%	3 921	17%
EU 28 non-national		National		
3 164	14%	2 438		
		11%		

Source: European Audiovisual Observatory

Figure 20. Amazon DE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

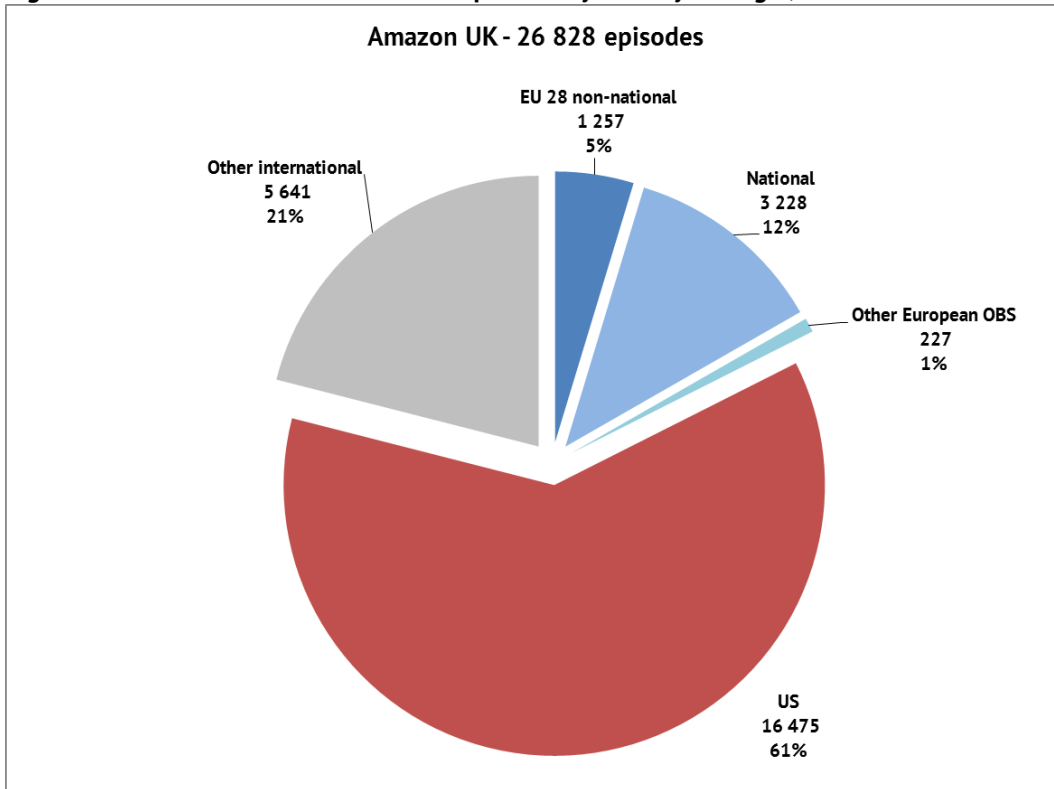
#### 2.2.1.4. Amazon in the United Kingdom

Table 12. Amazon UK – Country of origin of TV episodes, in units and %

Amazon UK					
Total episodes					
34 765					
Number of TV series titles	1 881				
Identified	1 077	57%			
Breakdown by Region of Origin of episodes identified					
26 828					
77%					
European OBS			International		
4 712			18%	22 116	
			82%		
EU 28		Other European OBS	US		Other International
4 485	17%	227	1%	16 475	61%
				5 641	21%
EU 28 non-national		National			
1 257	5%	3 228	12%		

Source: European Audiovisual Observatory

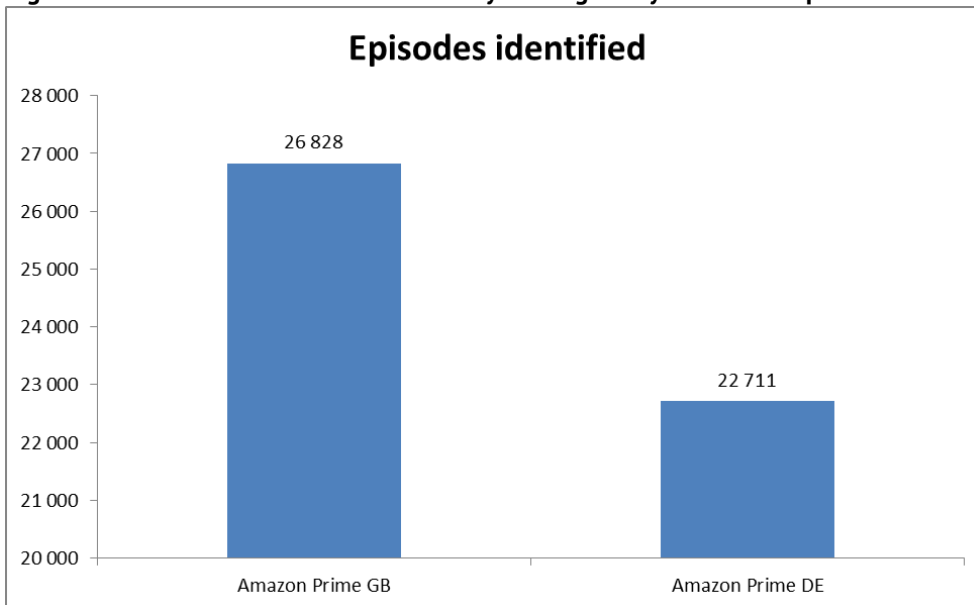
Figure 21. Amazon UK – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 2.2.1.5. Size of catalogues

Figure 22. Size of Amazon SVOD country catalogues by number of episodes identified, in units



Source: European Audiovisual Observatory

## 2.2.2. C More (3 catalogues)

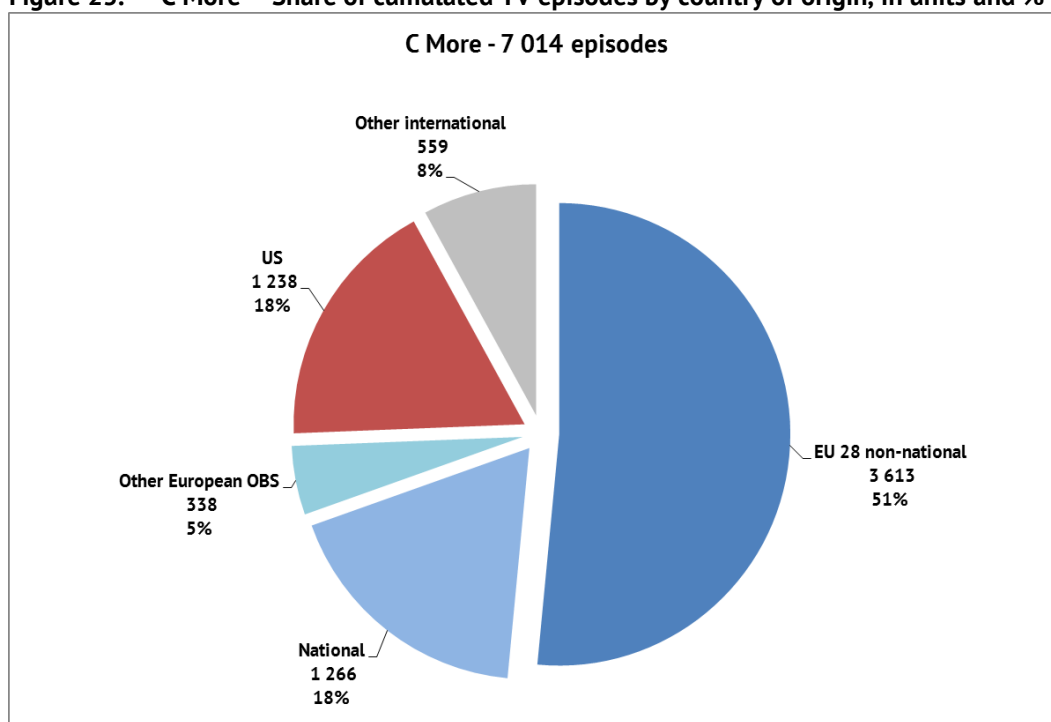
### 2.2.2.1. C More cumulated count

**Table 13. C More – Country of origin of cumulated TV episodes, in units and %**

C More			
Total episodes			
7 306			
Number of TV series titles	272		
Identified	262	96%	
Breakdown by Region of Origin of episodes identified			
7 014			
96%			
European OBS		International	
5 217		1 797	
74%		26%	
EU 28	Other European OBS	US	Other International
4 879	338	1 238	559
70%	5%	18%	8%
EU 28 non-national	National		
3 613	1 266		
52%	18%		

Source: European Audiovisual Observatory

**Figure 23. C More – Share of cumulated TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory





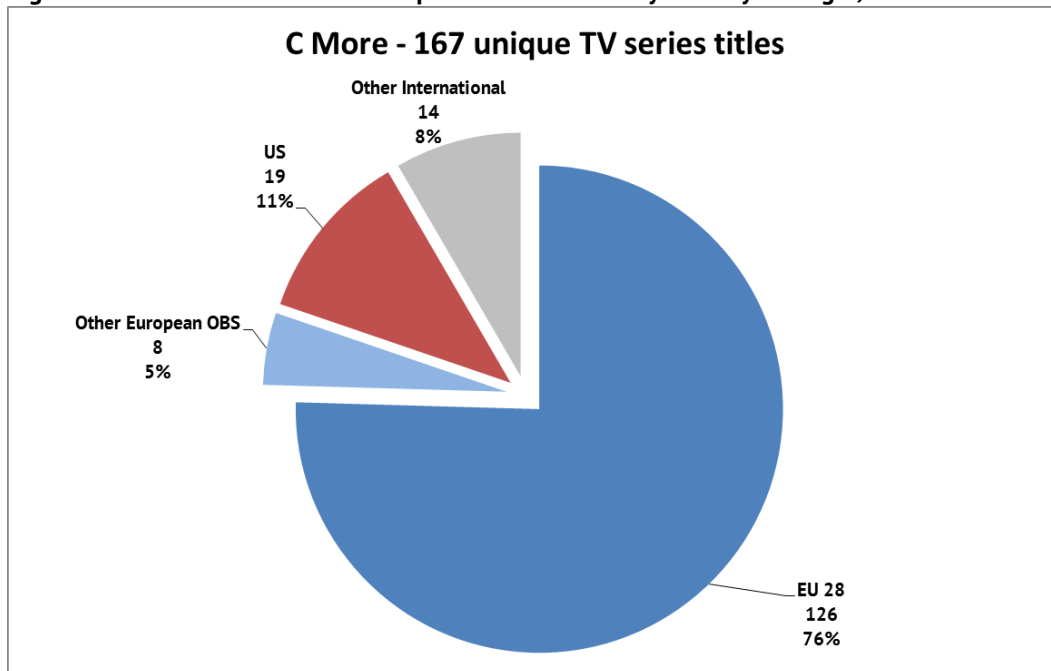
2.2.2.2. C More single title count

**Table 14. C More – Country of origin of unique TV series titles, in units and %**

C More								
Total unique TV series titles								
176								
Breakdown by Region of Origin of TV series titles identified								
167							95%	
European OBS				International				
134				80%	33			
20%								
EU 28		Other European OBS		US		Other International		
126	75%	8	5%	19	11%	14	8%	

Source: European Audiovisual Observatory

**Figure 24. C More – Share of unique TV series titles by country of origin, in units and %**



Source: European Audiovisual Observatory

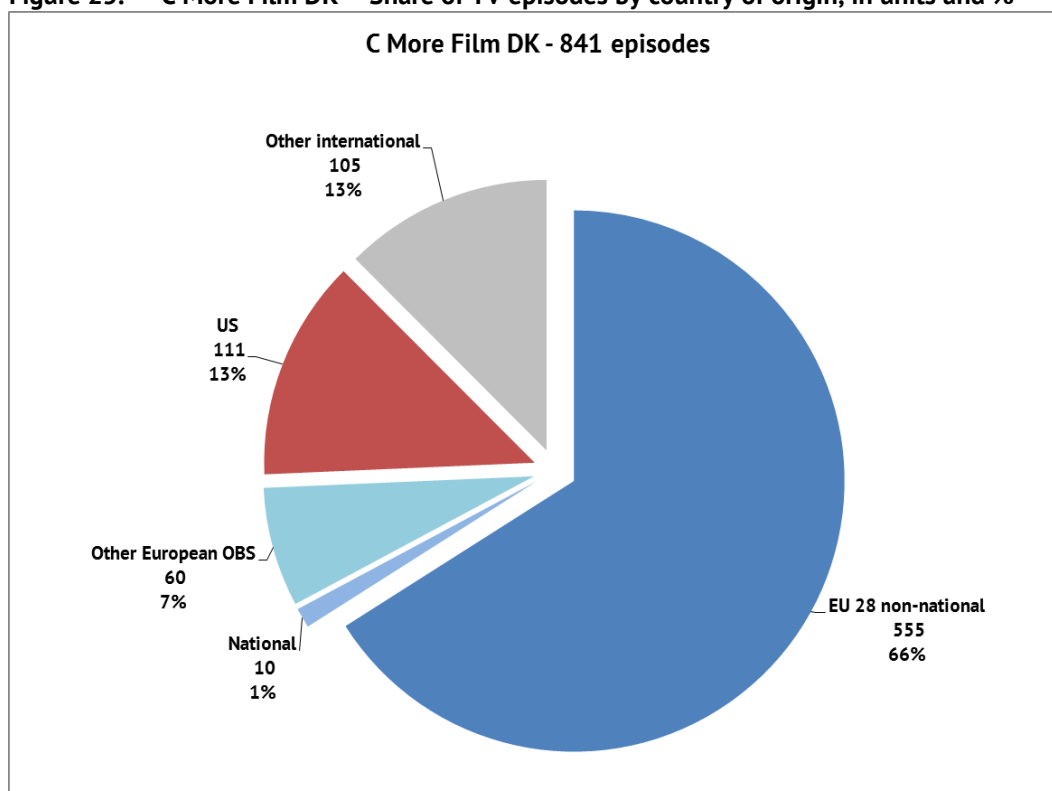
### 2.2.2.3. C More Film in Denmark

**Table 15. C More Film DK – Country of origin of TV episodes, in units and %**

C More Film DK						
Total episodes						
921						
Number of TV series titles	45					
Identified	41	91%				
Breakdown by Region of Origin of episodes identified						
841					91%	
European OBS			International			
625			74%	216		26%
EU 28		Other European OBS	US		Other International	
565	67%	60	7%	111	13%	
		105	12%			
EU 28 non-national		National				
555	66%	10	1%			

Source: European Audiovisual Observatory

**Figure 25. C More Film DK – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

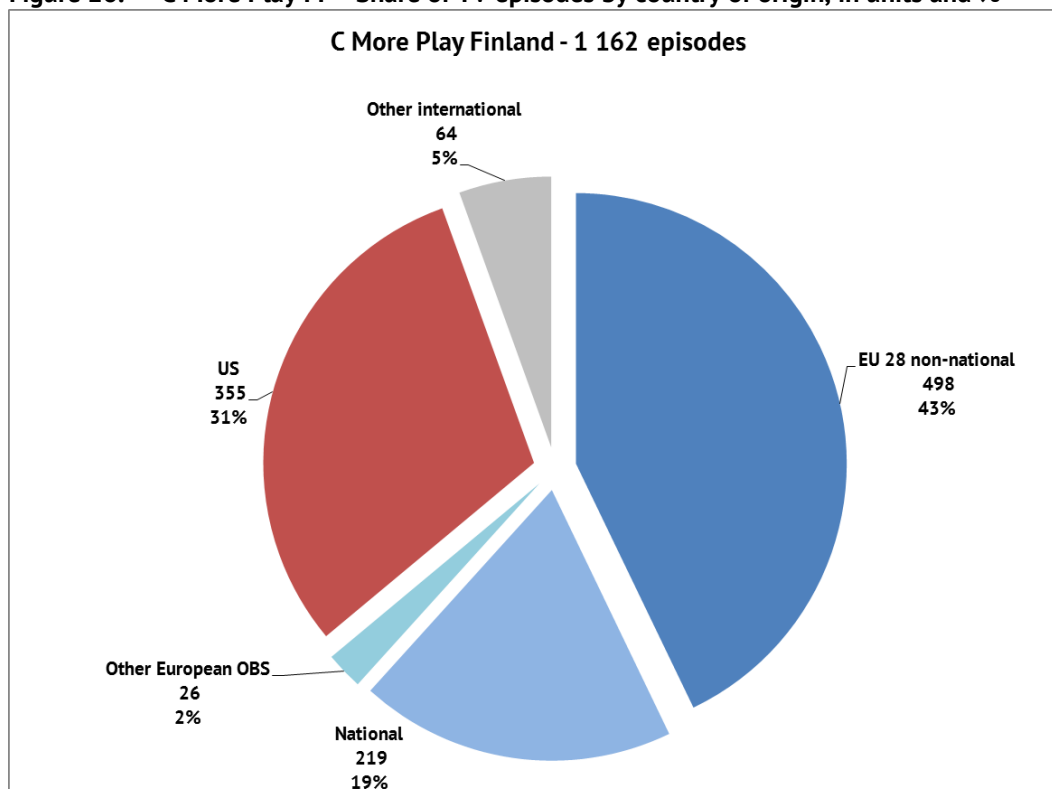
### 2.2.2.4. C More Play in Finland

**Table 16. C More Play FI – Country of origin of TV episodes, in units and %**

C More Play Finland			
Total episodes			
1 171			
Number of TV series titles	73		
Identified	70	96%	
Breakdown by Region of Origin of episodes identified			
1 162			
99%			
European OBS		International	
743		419	
64%		36%	
EU 28	Other European OBS	US	Other International
717	26	355	64
62%	2%	31%	6%
EU 28 non-national	National		
498	219		
43%	19%		

Source: European Audiovisual Observatory

**Figure 26. C More Play FI – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

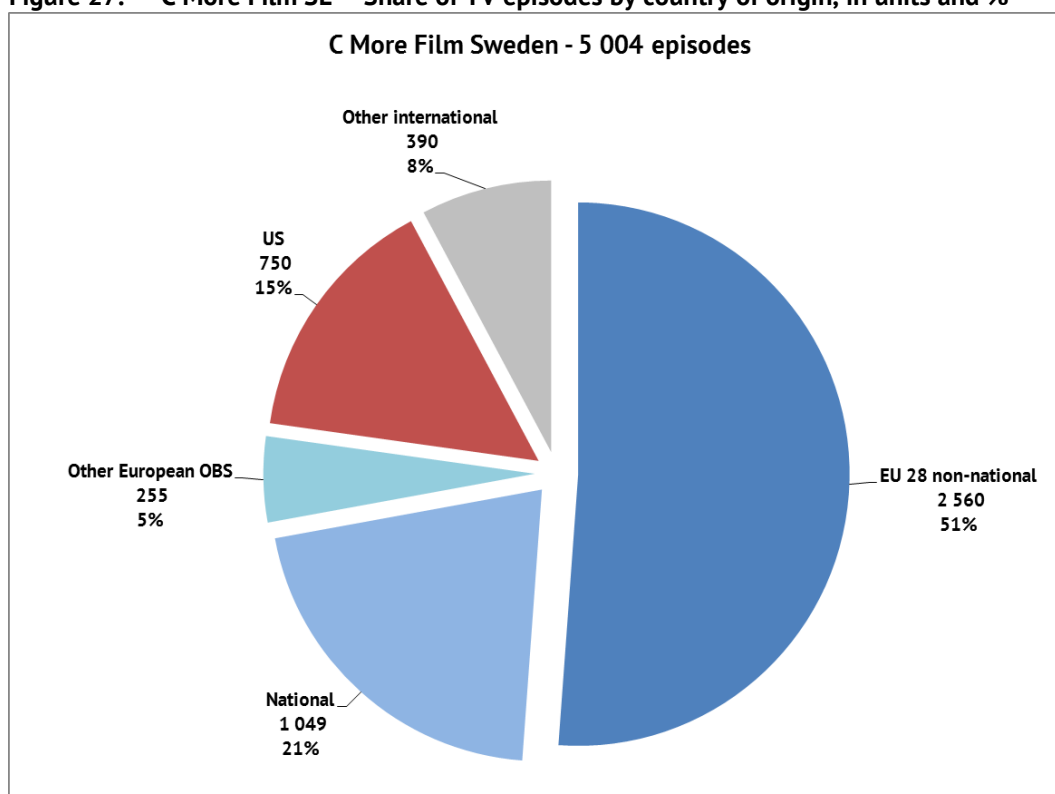
### 2.2.2.5. C More Film in Sweden

**Table 17. C More Film SE – Country of origin of TV episodes, in units and %**

C More Film Sweden					
Total episodes					
5 229					
Number of TV series titles	156				
Identified	150	96%			
Breakdown by Region of Origin of episodes identified					
5 004					
96%					
European OBS			International		
3 864			1 140		
77%			23%		
EU 28		Other European OBS	US		Other International
3 609	72%	255	5%	750	15%
				390	8%
EU 28 non-national		National			
2 560	51%	1 049	21%		

Source: European Audiovisual Observatory

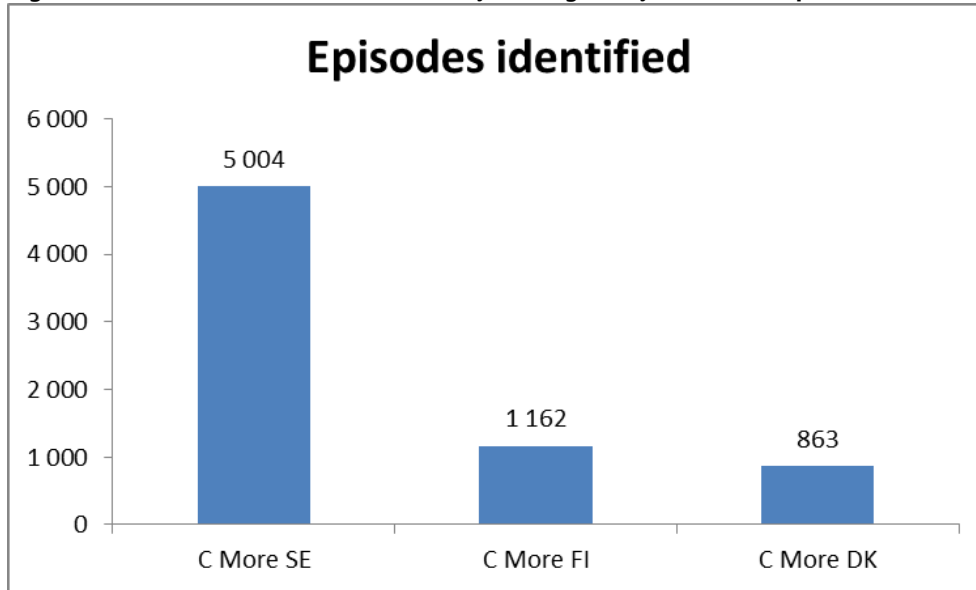
**Figure 27. C More Film SE – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

### 2.2.2.6. Size of catalogues

Figure 28. Size of C More SVOD country catalogues by number of episodes identified, in units



Source: European Audiovisual Observatory

### 2.2.3. Horizon – Liberty Global (4 catalogues)

#### 2.2.3.1. Horizon cumulated count

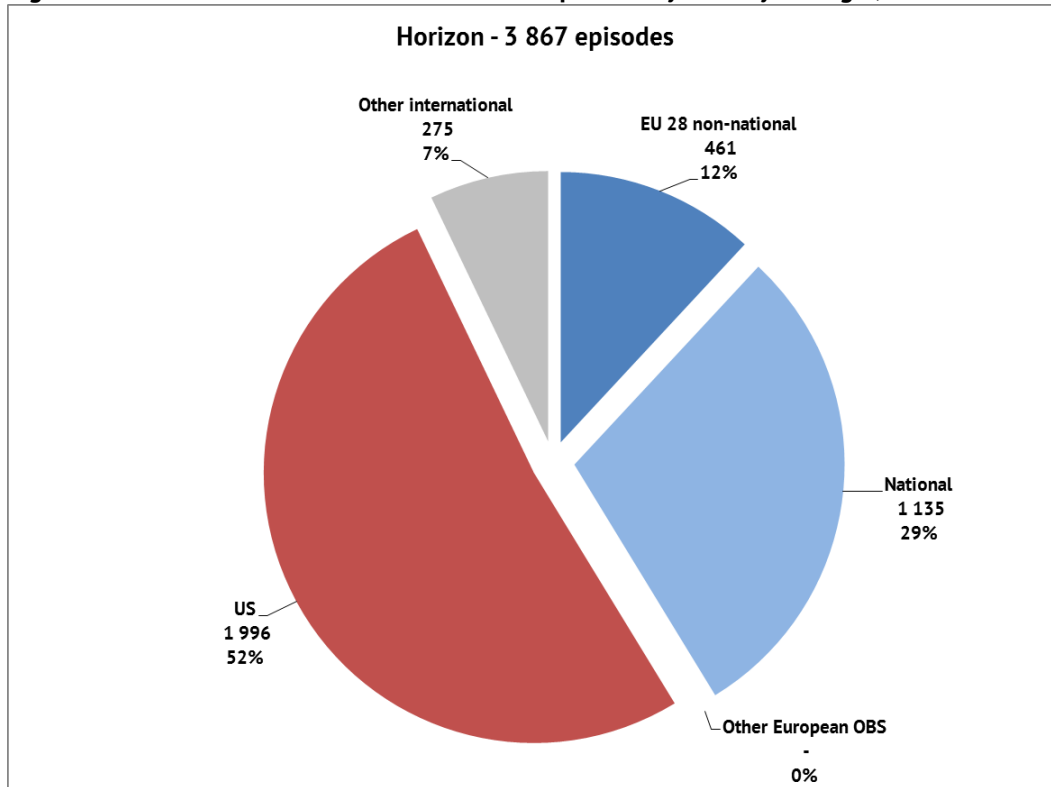
Table 18. Horizon – Country of origin of cumulated TV episodes, in units and %

Horizon					
Total episodes					
4 764					
Number of TV series titles	155				
Identified	99	64%			
Breakdown by Region of Origin of episodes identified					
3 867					
81%					
European OBS			International		
1 596			2 271		
41%			59%		
EU 28		Other European OBS		US	
1 596		0		1 996	
41%		0%		52%	
				275	
				7%	
EU 28 non-national		National			
461		1 135			
12%		29%			

Source: European Audiovisual Observatory



**Figure 29. Horizon – Share of cumulated TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

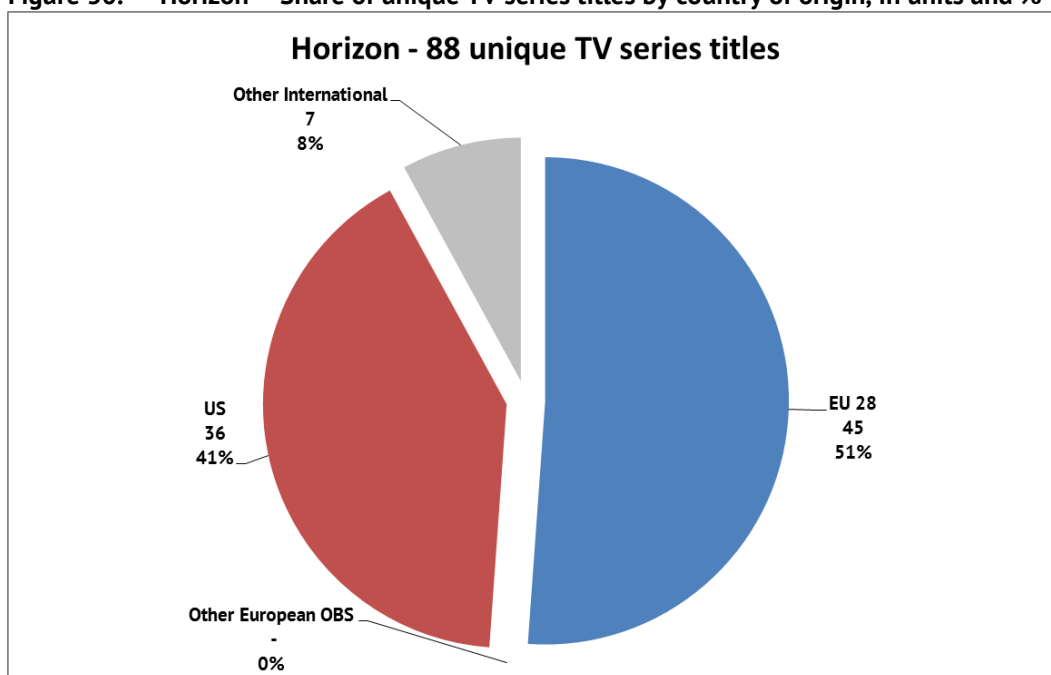
### 2.2.3.2. Horizon single title count

**Table 19. Horizon – Country of origin of unique TV series titles, in units and %**

Horizon									
Total unique TV series titles									
142									
Breakdown by Region of Origin of TV series titles identified									
88							62%		
European OBS				International					
45				51%	43				49%
EU 28		Other European OBS		US		Other International			
45	51%	0	0%	36	41%	7	8%		

Source: European Audiovisual Observatory

Figure 30. Horizon – Share of unique TV series titles by country of origin, in units and %



Source: European Audiovisual Observatory

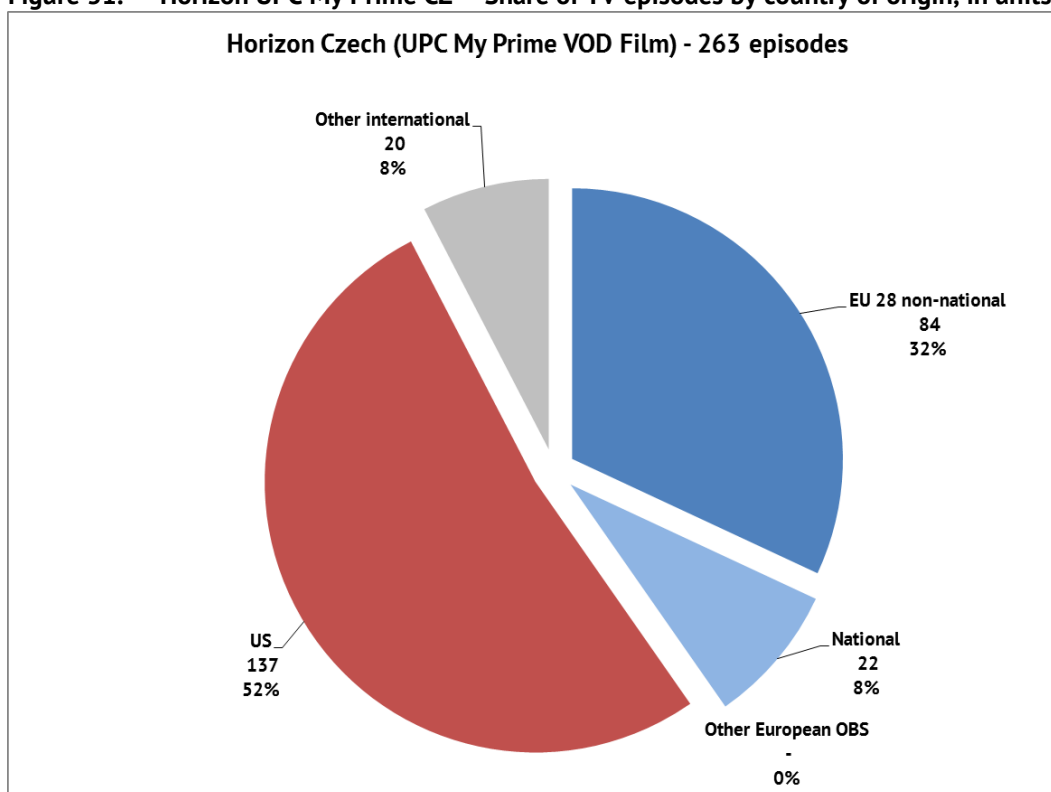
### 2.2.3.3. Horizon (UPC My Prime VOD Film) in the Czech Republic

Table 20. Horizon UPC My Prime CZ – Country of origin of TV episodes, in units and %

Horizon Czech (UPC My Prime VOD Film)					
Total episodes					
361					
Number of TV series titles	29				
Identified	15	52%			
Breakdown by Region of Origin of episodes identified					
263					
73%					
European OBS			International		
106			157		
40%			60%		
EU 28		Other European OBS	US		Other International
106		0	137		20
40%		0%	52%		8%
EU 28 non-national		National			
84		22			
32%		8%			

Source: European Audiovisual Observatory

Figure 31. Horizon UPC My Prime CZ – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

#### 2.2.3.4. Horizon Go Deutschland in Germany

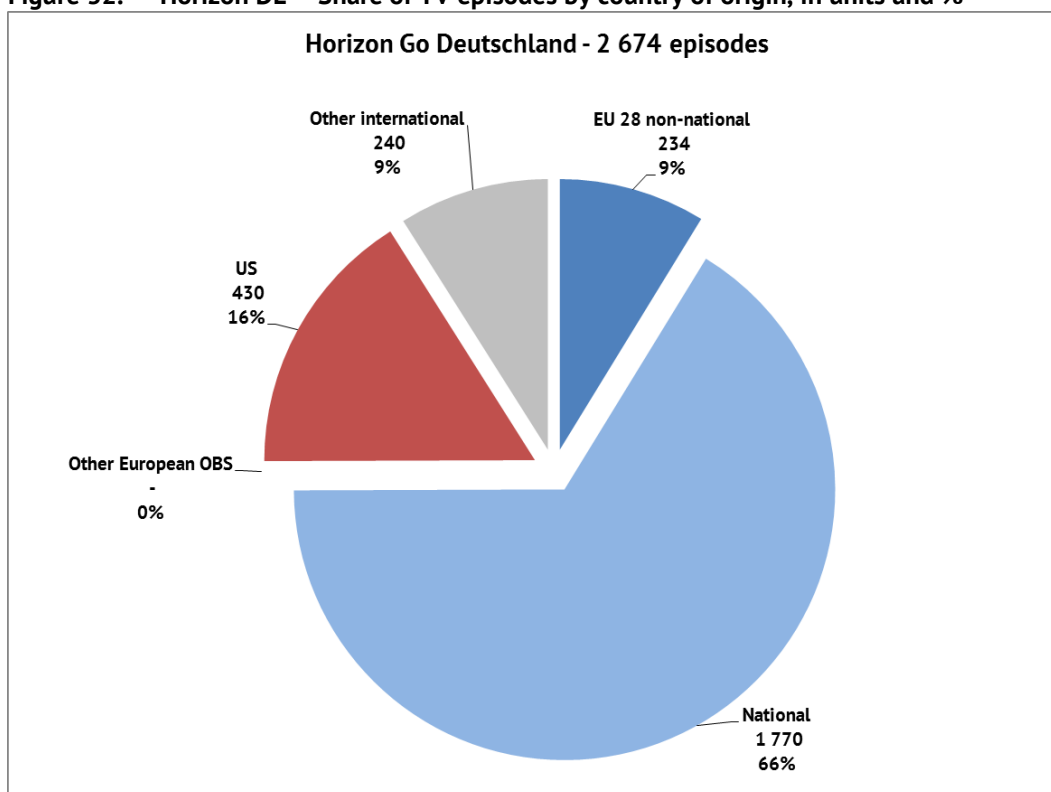
Table 21. Horizon DE – Country of origin of TV episodes, in units and %

Horizon Go Deutschland					
Total episodes					
2 681					
Number of TV series titles	24				
Identified	17	71%			
Breakdown by Region of Origin of episodes identified					
2 674					
100%					
European OBS			International		
2 004			670		
75%			25%		
EU 28		Other European OBS	US		Other International
2 004	75%	0	0%	430	16%
				240	9%
EU 28 non-national		National			
234	9%	1 770	66%		

Source: European Audiovisual Observatory



Figure 32. Horizon DE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

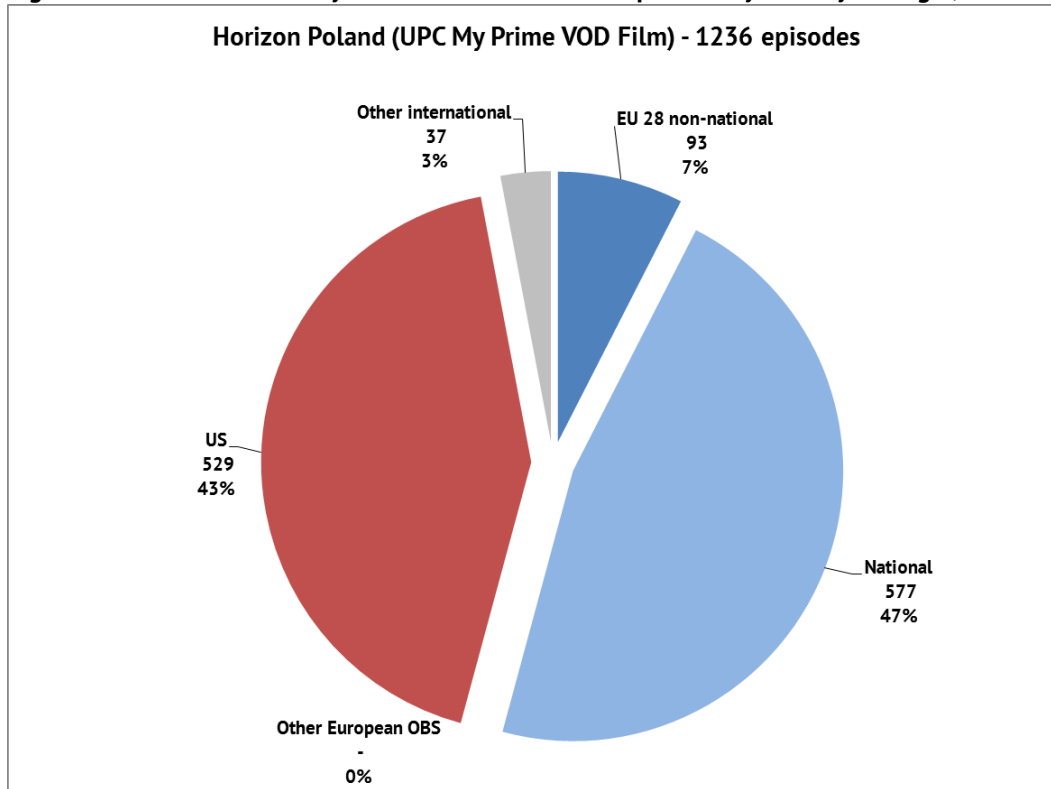
### 2.2.3.5. Horizon (UPC My Prime VOD Film) in Poland

Table 22. Horizon UPC My Prime PL – Country of origin of TV episodes, in units and %

Horizon Poland (UPC My Prime VOD Film)						
Total episodes						
1 906						
Number of TV series titles	67					
Identified	42	63%				
Breakdown by Region of Origin of episodes identified						
1 236					65%	
European OBS			International			
670			54%	566		46%
EU 28		Other European OBS	US		Other International	
670	54%	0	0%	529	43%	
				37	3%	
EU 28 non-national		National				
93	8%	577	47%			

Source: European Audiovisual Observatory

**Figure 33. Horizon UPC My Prime PL – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

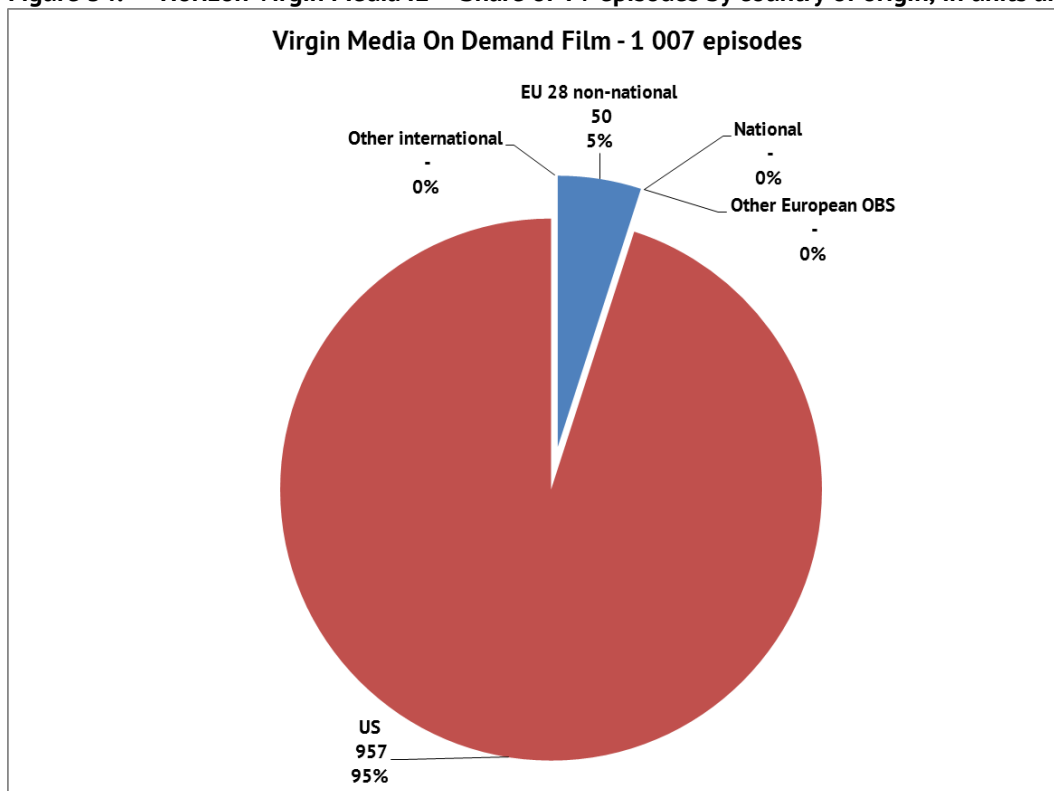
### 2.2.3.6. Horizon – Virgin Media On Demand Film in Ireland

**Table 23. Horizon Virgin Media IE – Country of origin of TV episodes, in units and %**

Virgin Media On Demand Film					
Total episodes					
1 129					
Number of TV series titles	38				
Identified	25	66%			
Breakdown by Region of Origin of episodes identified					
1 007					89%
European OBS			International		
50			5%	957	
EU 28		Other European OBS		US	Other International
50	5%	0	0%	957	95%
				0	0%
EU 28 non-national		National			
50	5%	0	0%		

Source: European Audiovisual Observatory

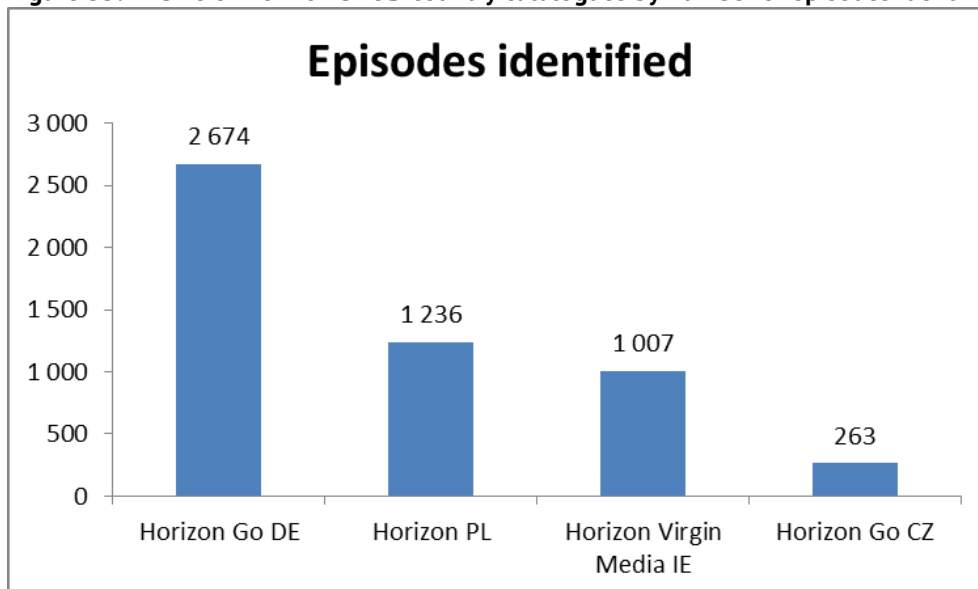
Figure 34. Horizon Virgin Media IE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 2.2.3.7. Size of catalogues

Figure 35. Size of Horizon SVOD country catalogues by number of episodes identified, in units



Source: European Audiovisual Observatory

## 2.2.4. Netflix (27 catalogues)

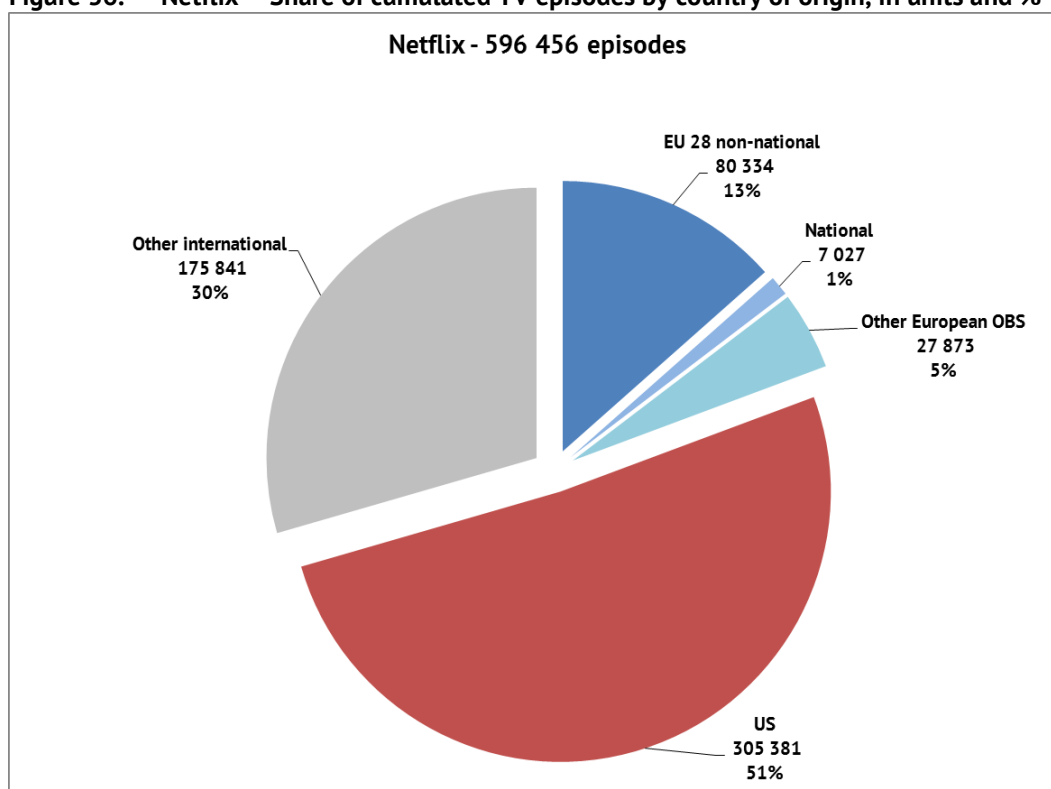
### 2.2.4.1. Netflix cumulated count

**Table 24. Netflix – Country of origin of cumulated TV episodes, in units and %**

Netflix			
Total episodes			
599 377			
Number of TV series titles	22 143		
Identified	21 692	98%	
Breakdown by Region of Origin of episodes identified			
596 456			
100%			
European OBS		International	
115 234		19%	
481 222		81%	
EU 28		US	
Other European OBS		Other International	
87 361	15%	27 873	5%
305 381	51%	175 841	29%
EU 28 non-national		National	
80 334	13%	7 027	1%

Source: European Audiovisual Observatory

**Figure 36. Netflix – Share of cumulated TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

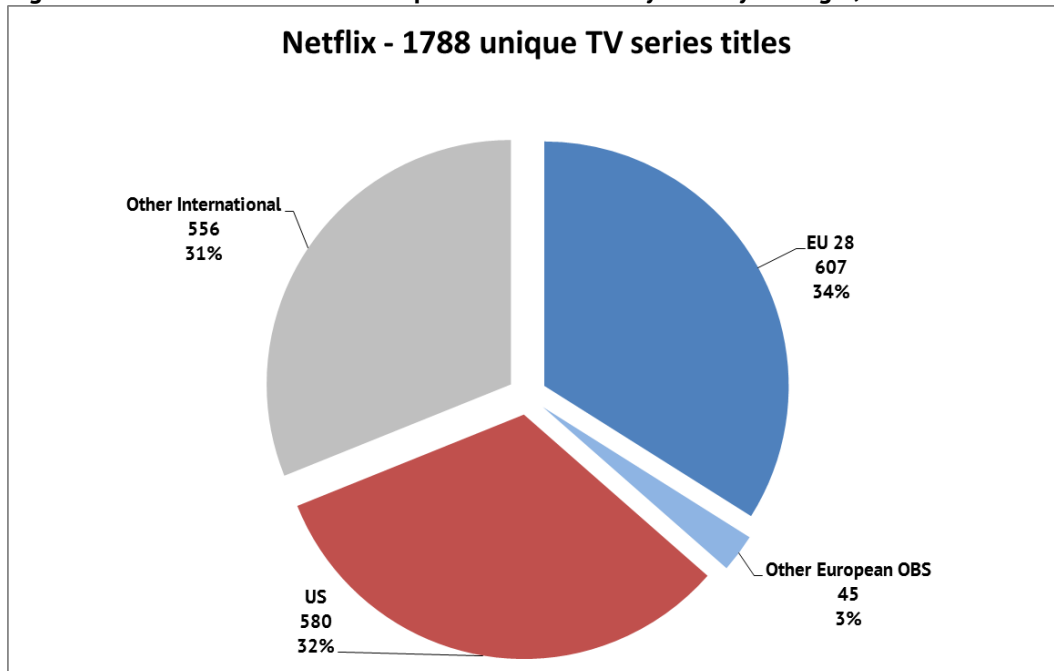
2.2.4.2. Netflix single title count

**Table 25. Netflix – Country of origin of unique TV series titles, in units and %**

Netflix						
Total unique TV series titles						
1 836						
Breakdown by Region of Origin of TV series titles identified						
1 788					97%	
European OBS			International			
652			36%	1 136		64%
EU 28		Other European OBS	US		Other International	
607	34%	45	3%	580	32%	
				556	31%	

Source: European Audiovisual Observatory

**Figure 37. Netflix – Share of unique TV series titles by country of origin, in units and %**



Source: European Audiovisual Observatory

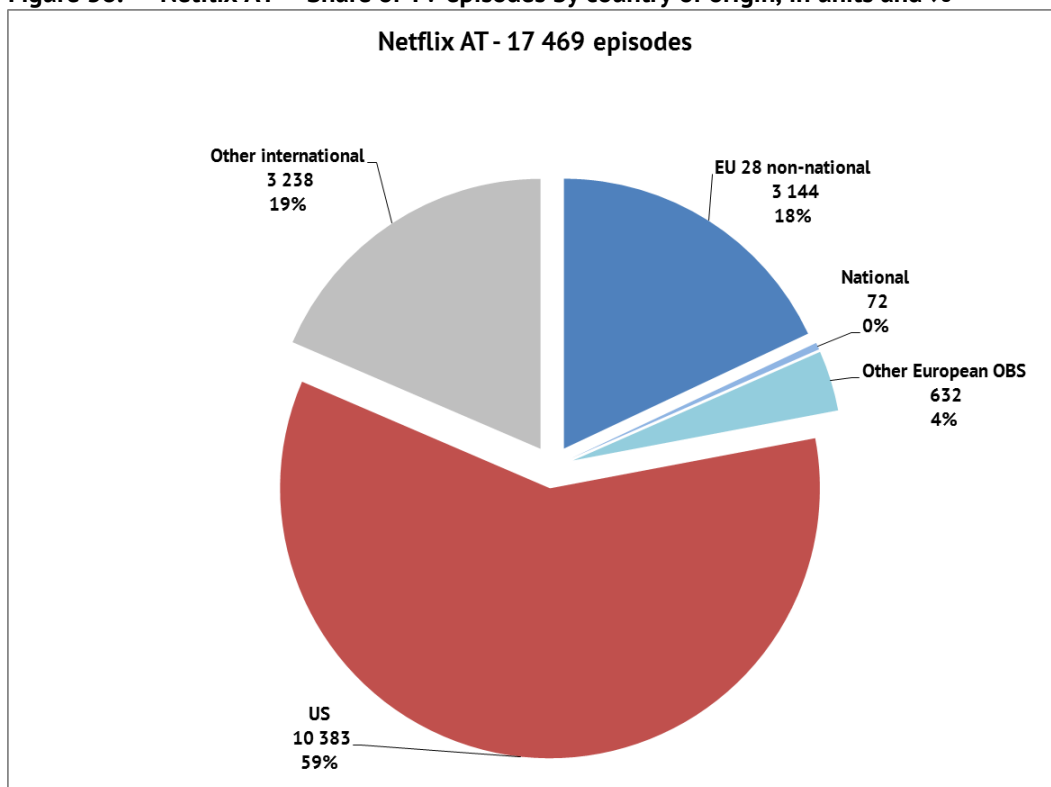
2.2.4.3. Netflix in Austria

Table 26. Netflix AT – Country of origin of TV episodes, in units and %

Netflix AT					
Total episodes					
17 566					
Number of TV series titles	648				
Identified	629		97%		
Breakdown by Region of Origin of episodes identified					
17 469					
99%					
European OBS			International		
3 848			13 621		
22%			78%		
EU 28		Other European OBS	US		Other International
3 216	18%	632	4%	10 383	59%
				3 238	19%
EU 28 non-national		National			
3 144	18%	72	0%		

Source: European Audiovisual Observatory

Figure 38. Netflix AT – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

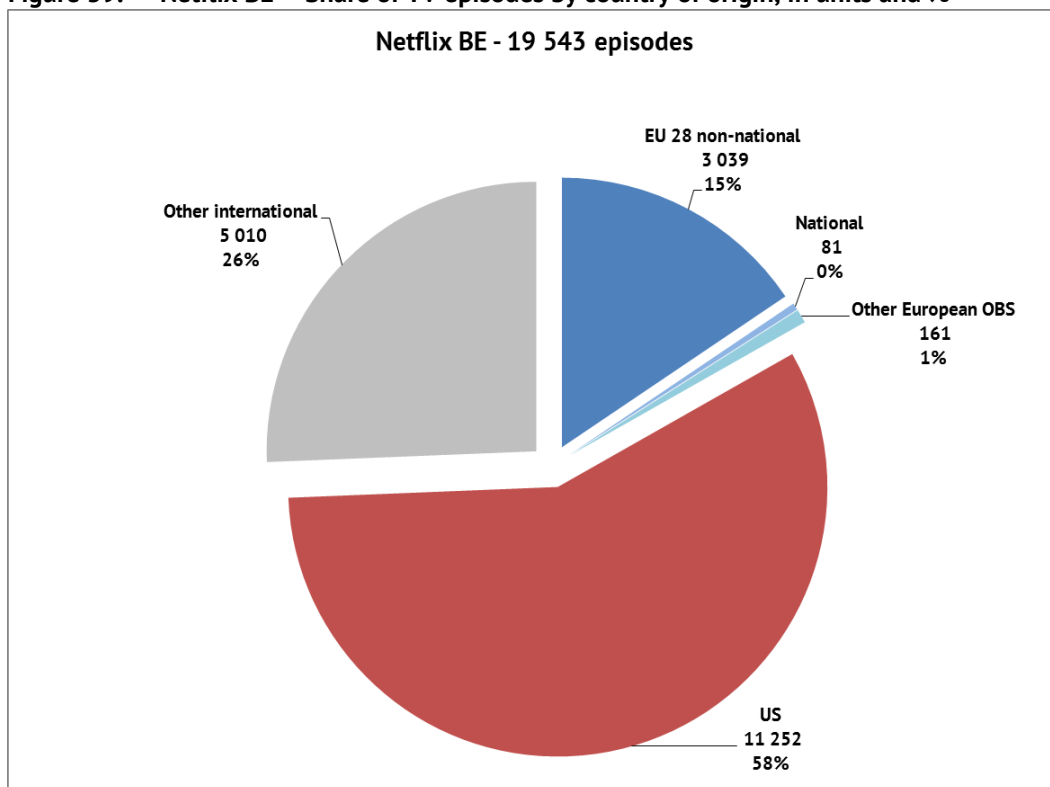
2.2.4.4. Netflix in Belgium

Table 27. Netflix BE – Country of origin of TV episodes, in units and %

Netflix BE			
Total episodes			
19 595			
Number of TV series titles	693		
Identified	684	99%	
Breakdown by Region of Origin of episodes identified			
19 543			
100%			
European OBS		International	
3 281		17%	16 262
			83%
EU 28		Other European OBS	
3 120		16%	161
			1%
EU 28 non-national		National	
3 039		16%	81
			0%
US		Other International	
11 252		58%	5 010
			26%

Source: European Audiovisual Observatory

Figure 39. Netflix BE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

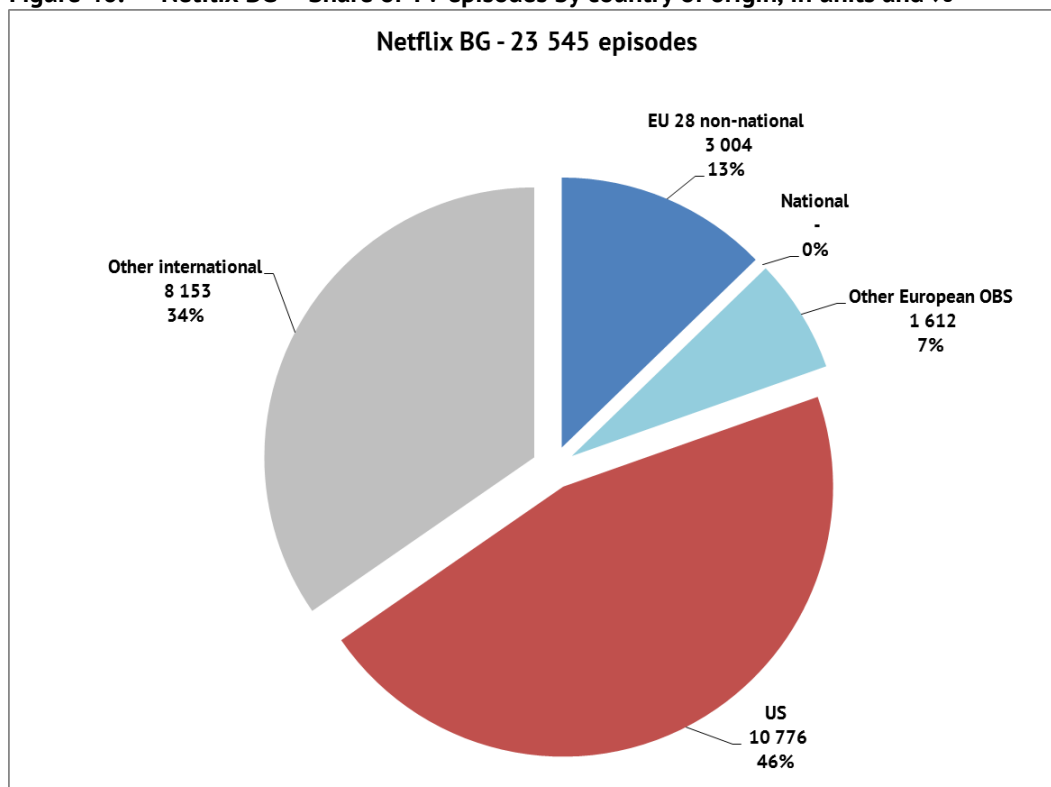
### 2.2.4.5. Netflix in Bulgaria

**Table 28. Netflix BU – Country of origin of TV episodes, in units and %**

Netflix BG			
Total episodes			
23 697			
Number of TV series titles	902		
Identified	879	97%	
Breakdown by Region of Origin of episodes identified			
23 545			
99%			
European OBS		International	
4 616		18 929	
20%		80%	
EU 28	Other European OBS	US	Other International
3 004	13%	1 612	7%
10 776	46%	8 153	35%
EU 28 non-national	National		
3 004	13%	0	0%

Source: European Audiovisual Observatory

**Figure 40. Netflix BG – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



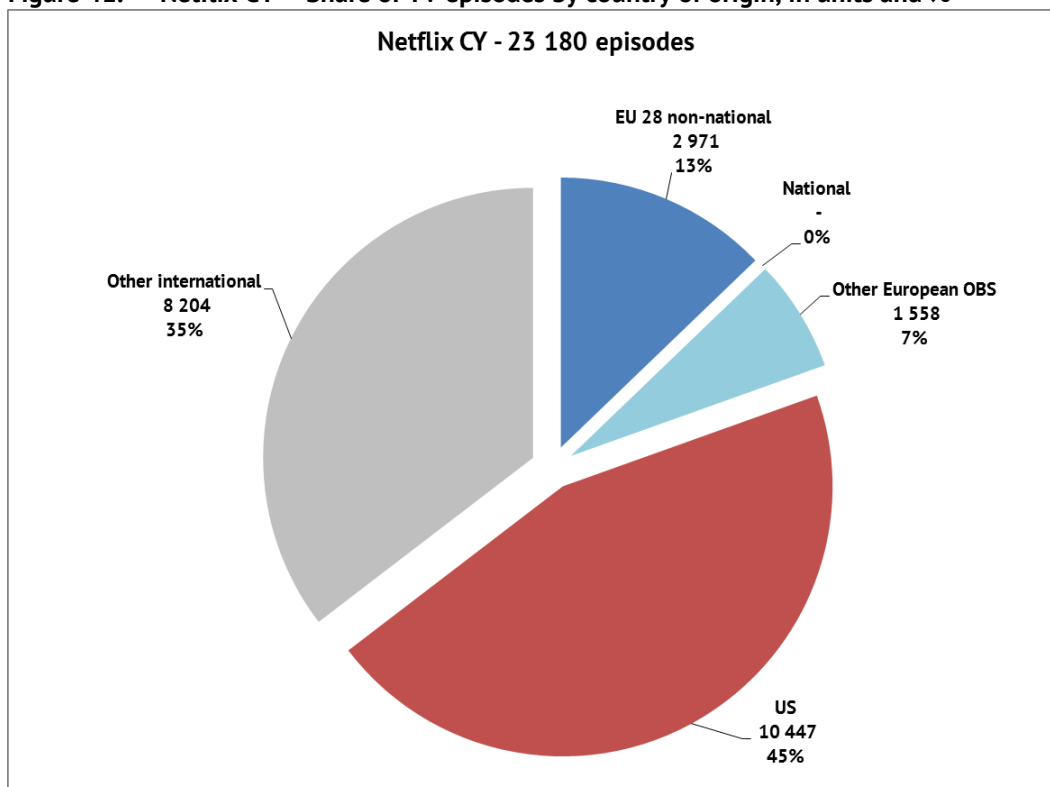
### 2.2.4.6. Netflix in Cyprus

**Table 29. Netflix CY – Country of origin of TV episodes, in units and %**

Netflix CY			
Total episodes			
23 330			
Number of TV series titles	878		
Identified	856	97%	
Breakdown by Region of Origin of episodes identified			
23 180			
99%			
European OBS		International	
4 529		18 651	
20%		80%	
EU 28	Other European OBS	US	Other International
2 971	13%	1 558	7%
10 447	45%	8 204	35%
EU 28 non-national	National		
2 971	13%	0	0%

Source: European Audiovisual Observatory

**Figure 41. Netflix CY – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

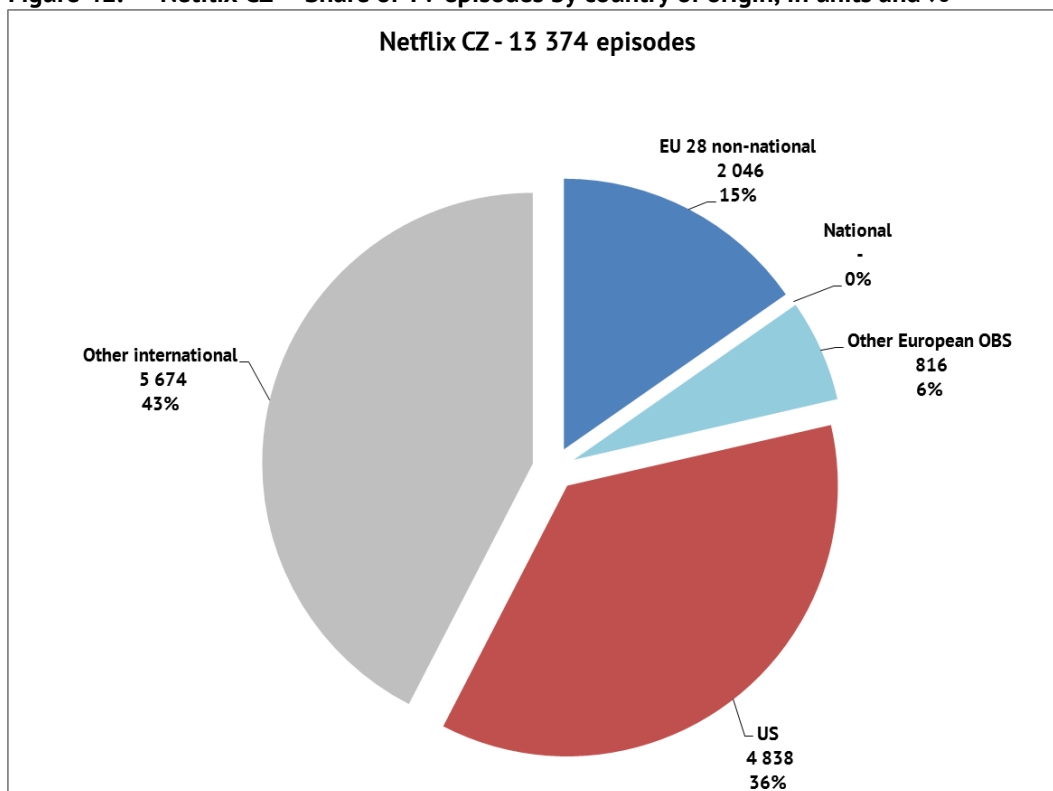
2.2.4.7. Netflix in the Czech Republic

Table 30. Netflix CZ – Country of origin of TV episodes, in units and %

Netflix CZ					
Total episodes					
15 197					
Number of TV series titles	973				
Identified	810	83%			
Breakdown by Region of Origin of episodes identified					
13 374					
88%					
European OBS			International		
2 862			21%	10 512	
EU 28		Other European OBS	US		Other International
2 046	15%	816	6%	4 838	36%
				5 674	42%
EU 28 non-national		National			
2 046	15%	0	0%		

Source: European Audiovisual Observatory

Figure 42. Netflix CZ – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

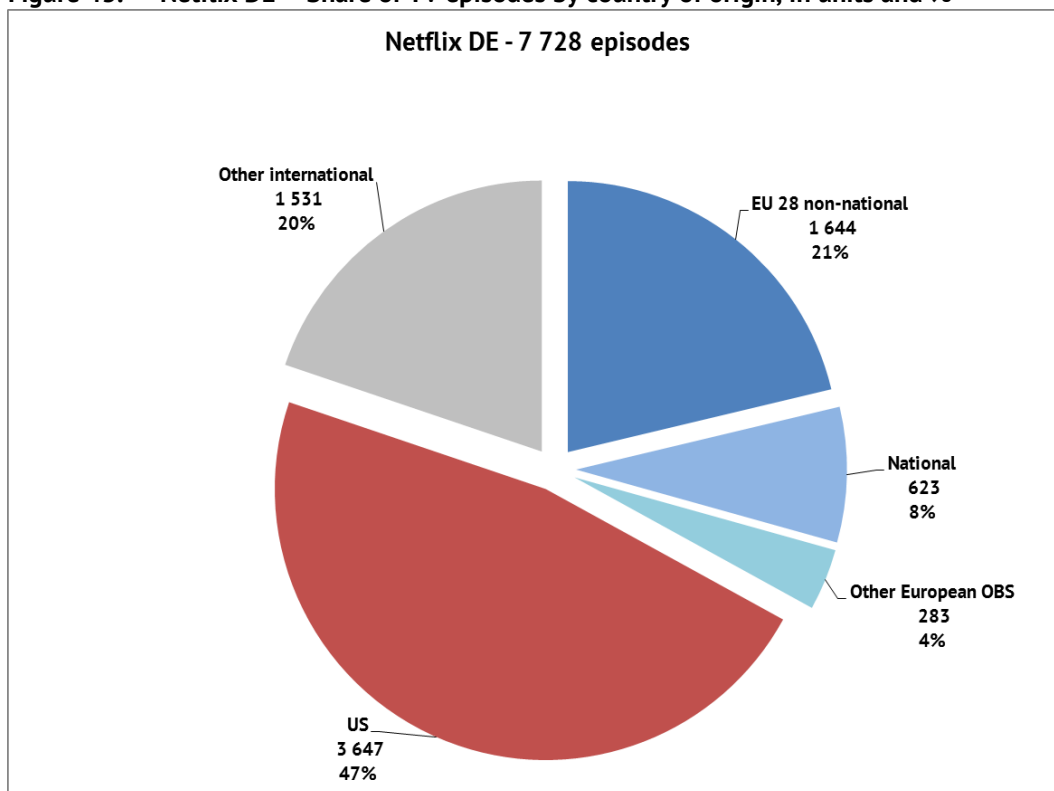
2.2.4.8. Netflix in Germany

Table 31. Netflix DE – Country of origin of TV episodes, in units and %

Netflix DE			
Total episodes			
8 451			
Number of TV series titles	701		
Identified	615	88%	
Breakdown by Region of Origin of episodes identified			
7 728			91%
European OBS		International	
2 550		33%	5 178
			67%
EU 28	Other European OBS	US	Other International
2 267	283	3 647	1 531
29%	4%	47%	20%
EU 28 non-national	National		
1 644	623		
21%	8%		

Source: European Audiovisual Observatory

Figure 43. Netflix DE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

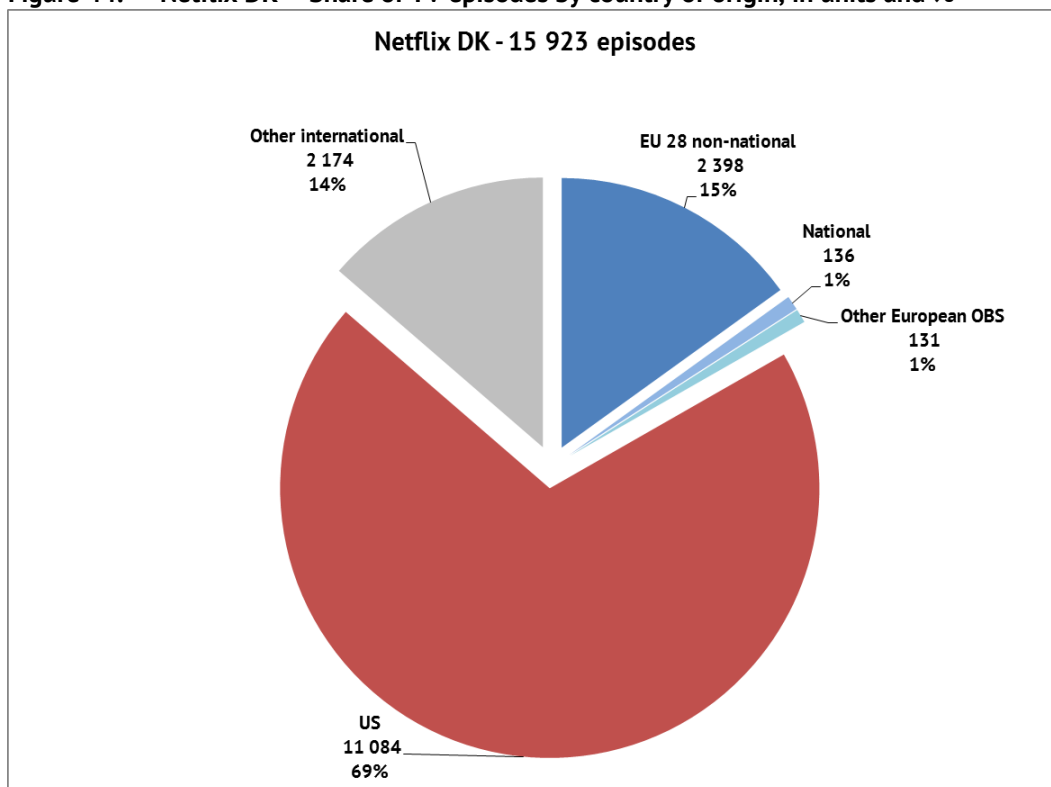
2.2.4.9. Netflix in Denmark

Table 32. Netflix DK – Country of origin of TV episodes, in units and %

Netflix DK			
Total episodes			
15 949			
Number of TV series titles	558		
Identified	552	99%	
Breakdown by Region of Origin of episodes identified			
15 923			
European OBS		International	
2 665		17%	13 258
			83%
EU 28		US	
Other European OBS		Other International	
2 534	16%	11 084	70%
131	1%	2 174	14%
EU 28 non-national		National	
2 398	15%	136	1%

Source: European Audiovisual Observatory

Figure 44. Netflix DK – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

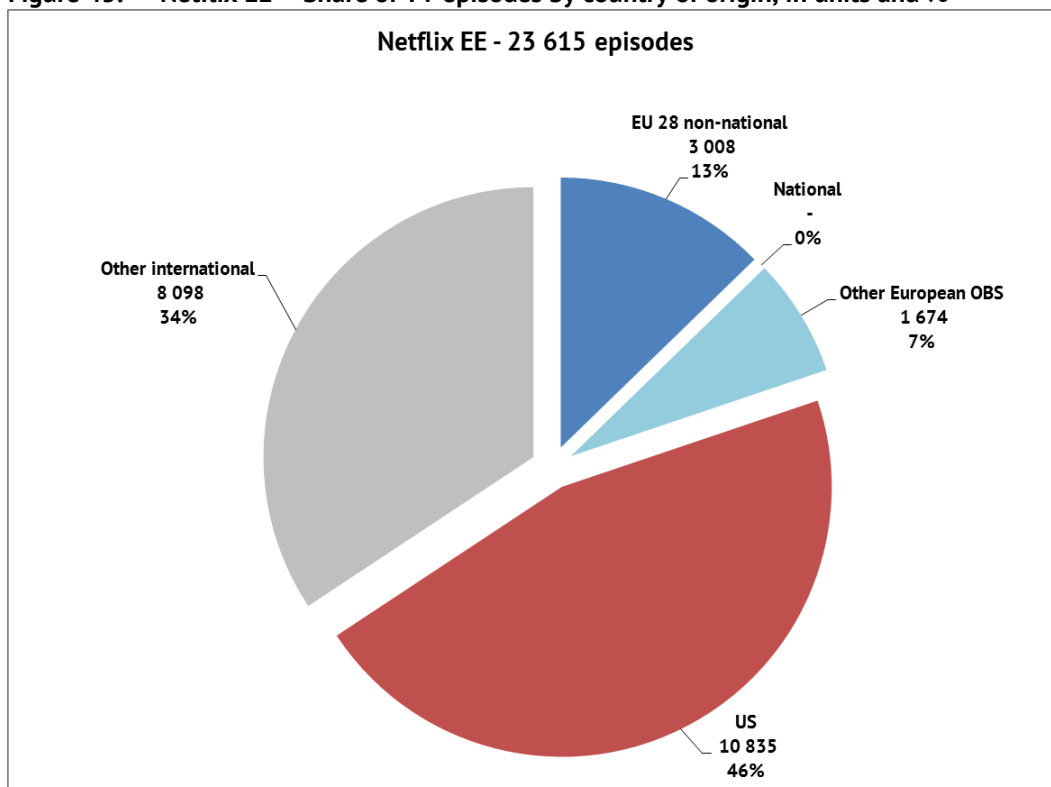
2.2.4.10. Netflix in Estonia

Table 33. Netflix EE – Country of origin of TV episodes, in units and %

Netflix EE			
Total episodes			
23 767			
Number of TV series titles	903		
Identified	880	97%	
Breakdown by Region of Origin of episodes identified			
23 615			
99%			
European OBS		International	
4 682		18 933	
20%		80%	
EU 28	Other European OBS	US	Other International
3 008	13%	1 674	7%
10 835	46%	8 098	34%
EU 28 non-national	National		
3 008	13%	0	0%

Source: European Audiovisual Observatory

Figure 45. Netflix EE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

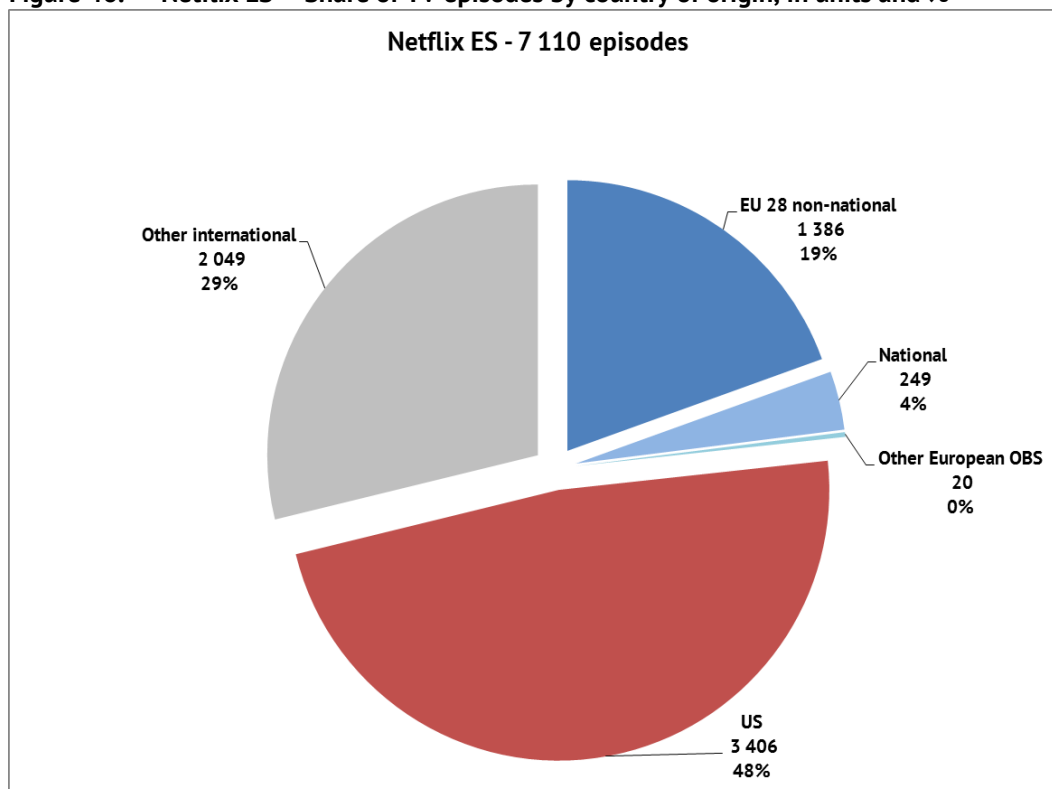
### 2.2.4.11. Netflix in Spain

**Table 34. Netflix ES – Country of origin of TV episodes, in units and %**

Netflix ES					
Total episodes					
8 060					
Number of TV series titles	641				
Identified	554	86%			
Breakdown by Region of Origin of episodes identified					
7 110					
88%					
European OBS			International		
1 655			23%	5 455	
EU 28		Other European OBS	US		Other International
1 655	23%	20	0%	3 406	48%
				2 049	29%
EU 28 non-national		National			
1 386	19%	249	4%		

Source: European Audiovisual Observatory

**Figure 46. Netflix ES – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

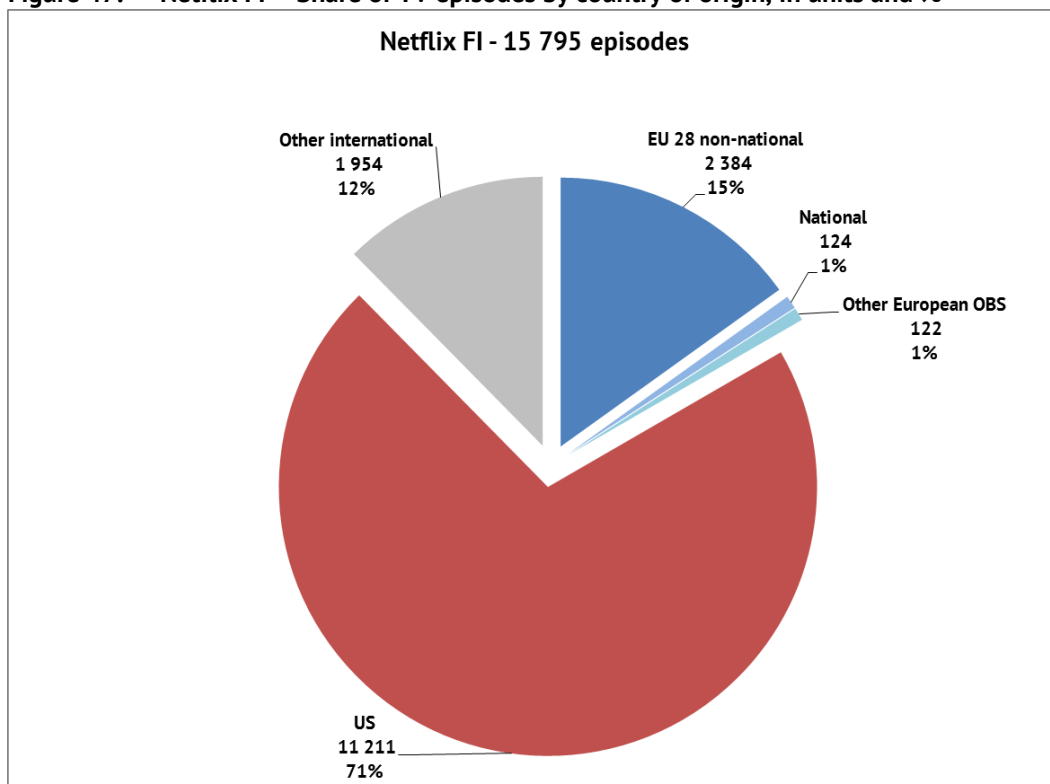
2.2.4.12. Netflix in Finland

**Table 35. Netflix FI – Country of origin of TV episodes, in units and %**

Netflix FI			
Total episodes			
15 824			
Number of TV series titles	553		
Identified	546	99%	
Breakdown by Region of Origin of episodes identified			
15 795			
100%			
European OBS		International	
2 630		13 165	
17%		83%	
EU 28	Other European OBS	US	Other International
2 508	122	11 211	1 954
16%	1%	71%	12%
EU 28 non-national	National		
2 384	124		
15%	1%		

Source: European Audiovisual Observatory

**Figure 47. Netflix FI – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

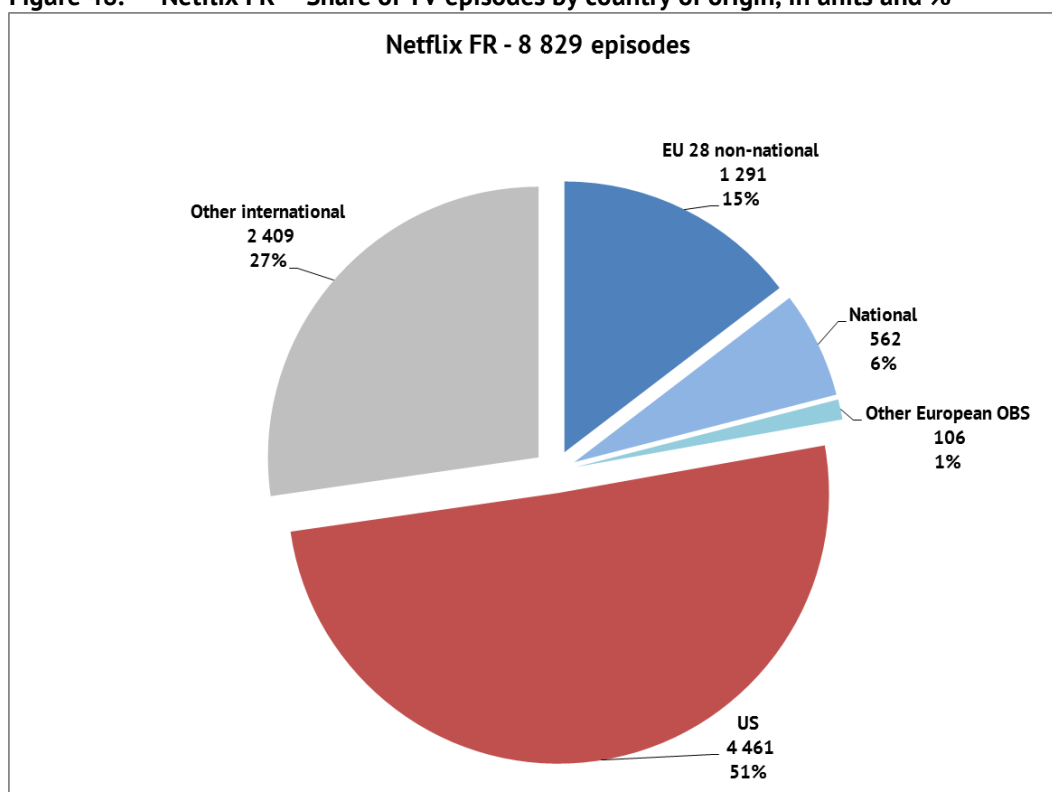
### 2.2.4.13. Netflix in France

**Table 36. Netflix FR – Country of origin of TV episodes, in units and %**

Netflix FR					
Total episodes					
9 886					
Number of TV series titles	738				
Identified	638	86%			
Breakdown by Region of Origin of episodes identified					
8 829					89%
European OBS			International		
1 959			22%	6 870	
EU 28		Other European OBS	US		Other International
1 853	21%	106	1%	4 461	51%
				2 409	27%
EU 28 non-national		National			
1 291	15%	562	6%		

Source: European Audiovisual Observatory

**Figure 48. Netflix FR – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



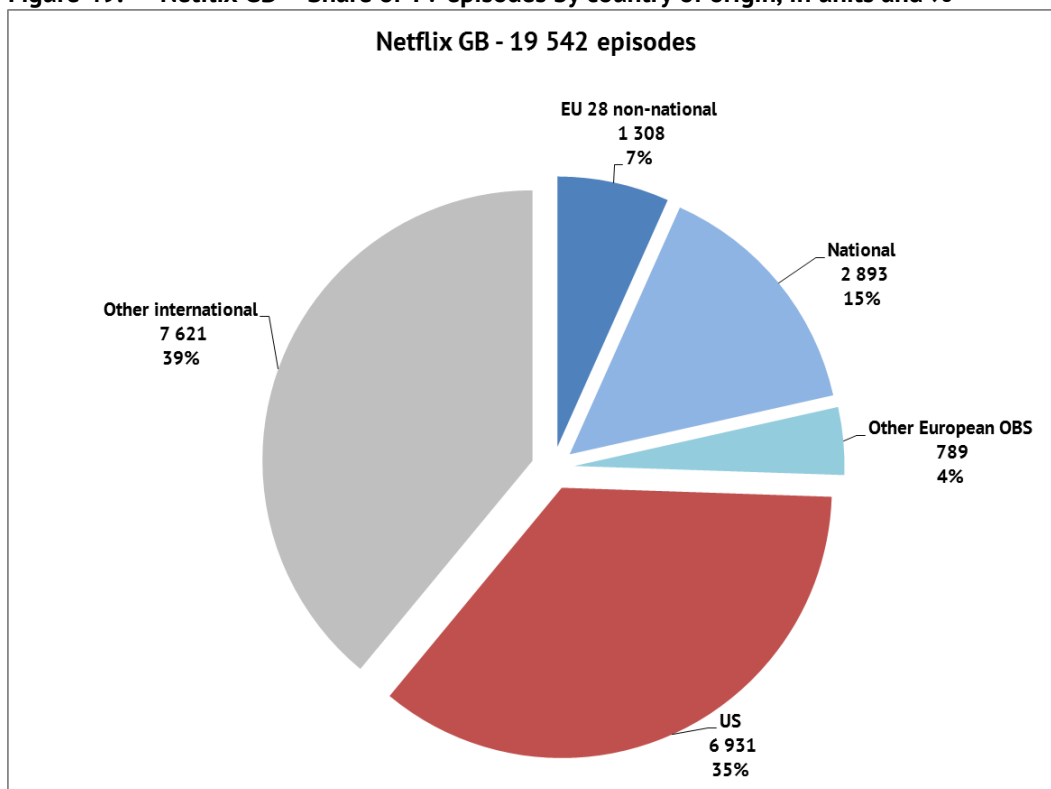
### 2.2.4.14. Netflix in the United Kingdom

**Table 37. Netflix GB – Country of origin of TV episodes, in units and %**

Netflix GB			
Total episodes			
21 646			
Number of TV series titles	1 282		
Identified	1 093	85%	
Breakdown by Region of Origin of episodes identified			
19 542			
90%			
European OBS		International	
4 990		14 552	
26%		74%	
EU 28		US	
Other European OBS		Other International	
4 201	21%	789	4%
6 931	35%	7 621	39%
EU 28 non-national		National	
1 308	7%	2 893	15%

Source: European Audiovisual Observatory

**Figure 49. Netflix GB – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

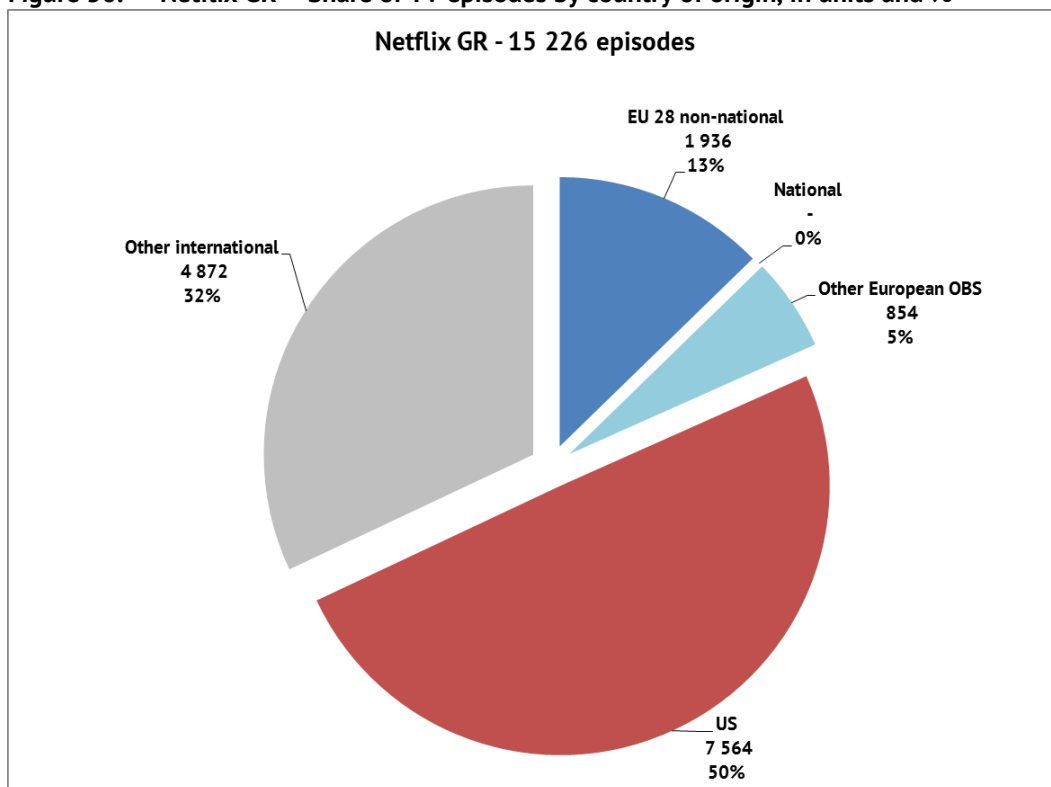
2.2.4.15. Netflix in Greece

Table 38. Netflix GR – Country of origin of TV episodes, in units and %

Netflix GR			
Total episodes			
15 281			
Number of TV series titles	581		
Identified	570	98%	
Breakdown by Region of Origin of episodes identified			
15 226			
European OBS		International	
2 790		18%	12 436
			82%
EU 28		US	
Other European OBS		Other International	
1 936	13%	854	6%
		7 564	50%
		4 872	32%
EU 28 non-national		National	
1 936	13%	0	0%

Source: European Audiovisual Observatory

Figure 50. Netflix GR – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory



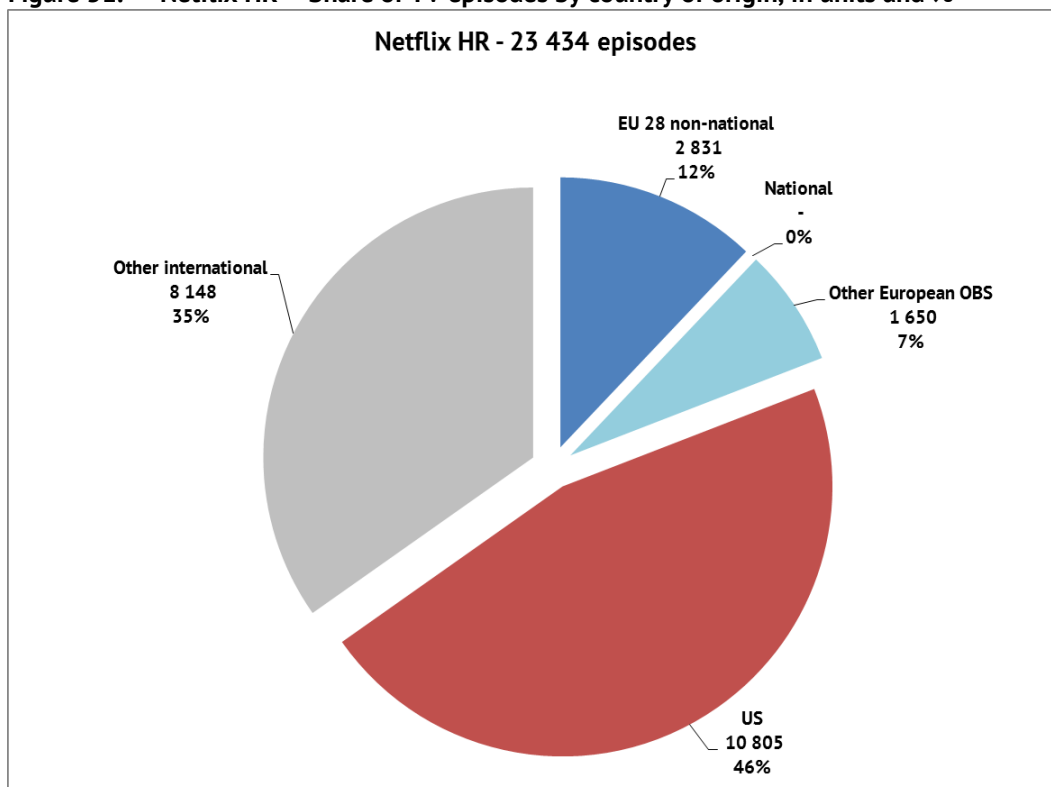
### 2.2.4.16. Netflix in Croatia

**Table 39. Netflix HR – Country of origin of TV episodes, in units and %**

Netflix HR					
Total episodes					
23 586					
Number of TV series titles	896				
Identified	873	97%			
Breakdown by Region of Origin of episodes identified					
23 434					99%
European OBS			International		
4 481			19%	18 953	
EU 28		Other European OBS	US		Other International
2 831	12%	1 650	7%	10 805	46%
				8 148	35%
EU 28 non-national		National			
2 831	12%	0	0%		

Source: European Audiovisual Observatory

**Figure 51. Netflix HR – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

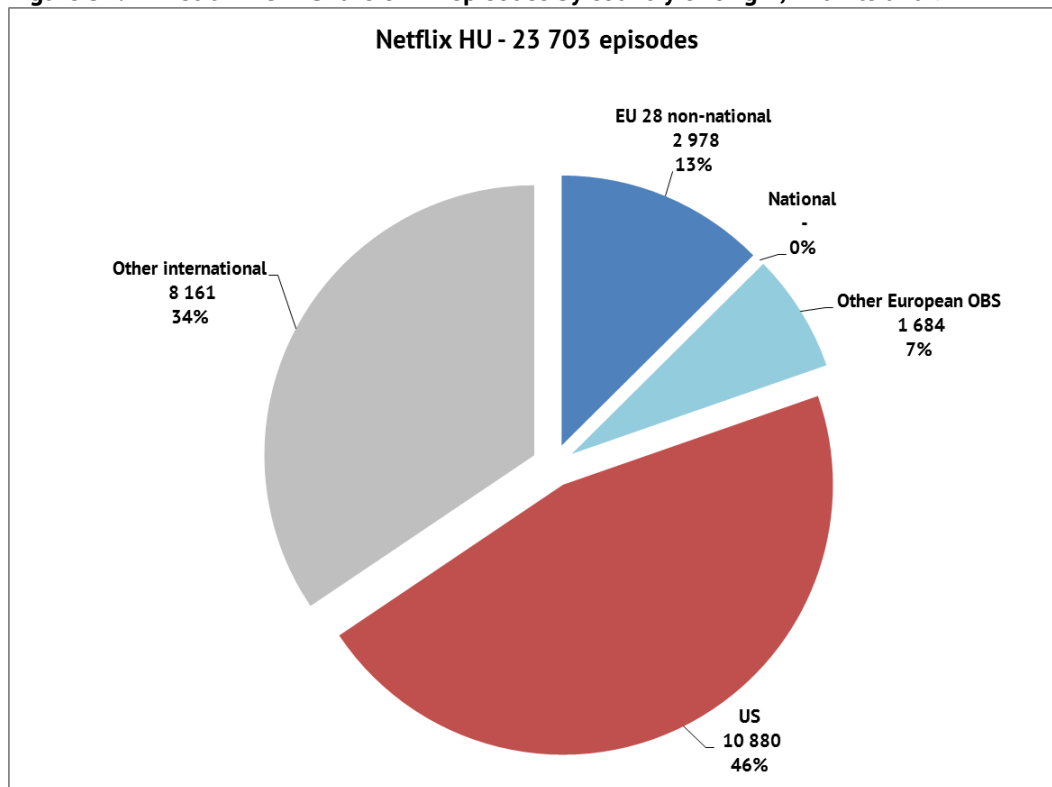
2.2.4.17. Netflix in Hungary

Table 40. Netflix HU – Country of origin of TV episodes, in units and %

Netflix HU					
Total episodes					
23 829					
Number of TV series titles	903				
Identified	881	98%			
Breakdown by Region of Origin of episodes identified					
23 703					
99%					
European OBS			International		
4 662			19 041		
20%			80%		
EU 28		Other European OBS	US		Other International
2 978	13%	1 684	7%	10 880	46%
				8 161	34%
EU 28 non-national		National			
2 978	13%	0	0%		

Source: European Audiovisual Observatory

Figure 52. Netflix HU – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory



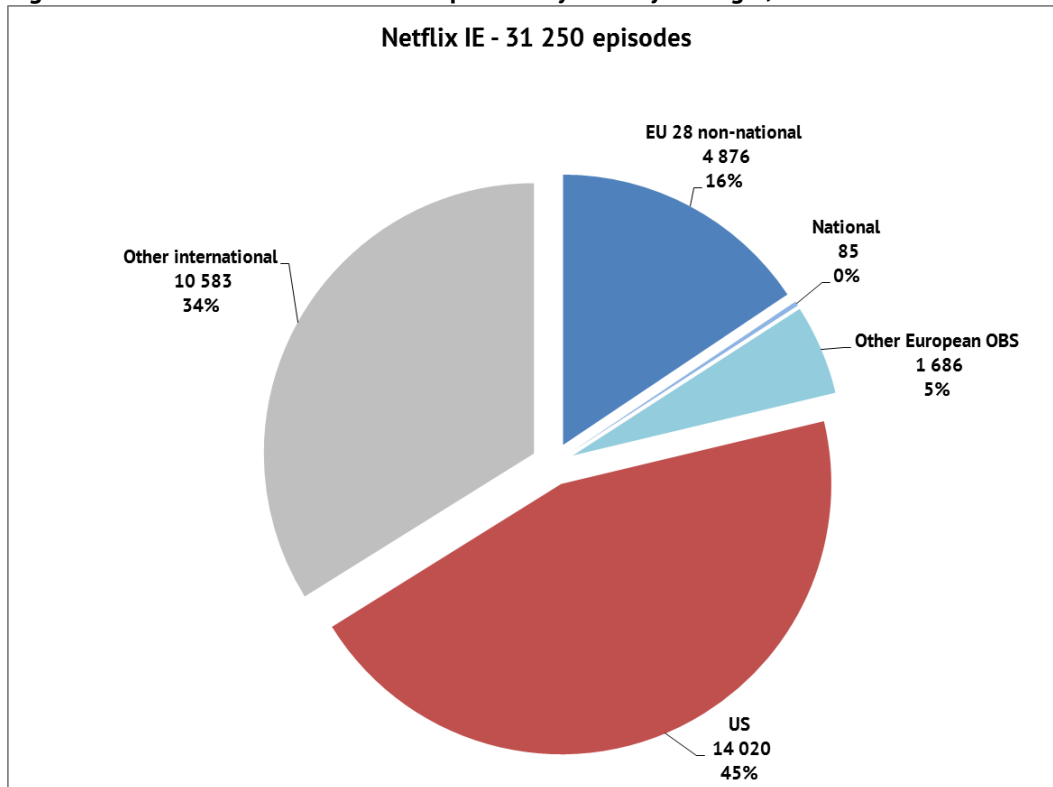
2.2.4.18. Netflix in Ireland

**Table 41. Netflix IE – Country of origin of TV episodes, in units and %**

Netflix IE			
Total episodes			
31 428			
Number of TV series titles	1 180		
Identified	1 154	98%	
Breakdown by Region of Origin of episodes identified			
31 250			
99%			
European OBS		International	
6 647		21%	24 603
79%			
EU 28	Other European OBS	US	Other International
4 961	16%	1 686	5%
14 020	45%	10 583	34%
EU 28 non-national	National		
4 876	16%	85	0%

Source: European Audiovisual Observatory

**Figure 53. Netflix IE – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

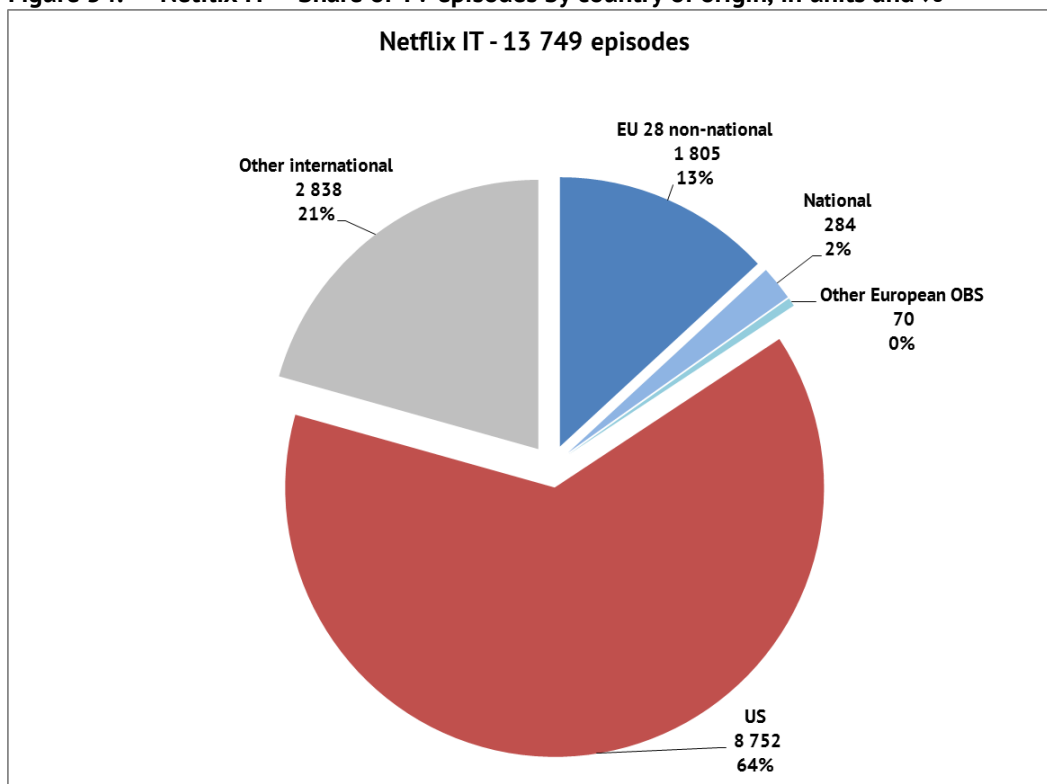
### 2.2.4.19. Netflix in Italy

**Table 42. Netflix IT – Country of origin of TV episodes, in units and %**

Netflix IT					
Total episodes					
13 798					
Number of TV series titles	475				
Identified	469		99%		
Breakdown by Region of Origin of episodes identified					
13 749					
100%					
European OBS			International		
2 159			11 590		
16%			84%		
EU 28		Other European OBS		US	
Other International					
2 089	15%	70	1%	8 752	64%
				2 838	21%
EU 28 non-national		National			
1 805	13%	284	2%		

Source: European Audiovisual Observatory

**Figure 54. Netflix IT – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

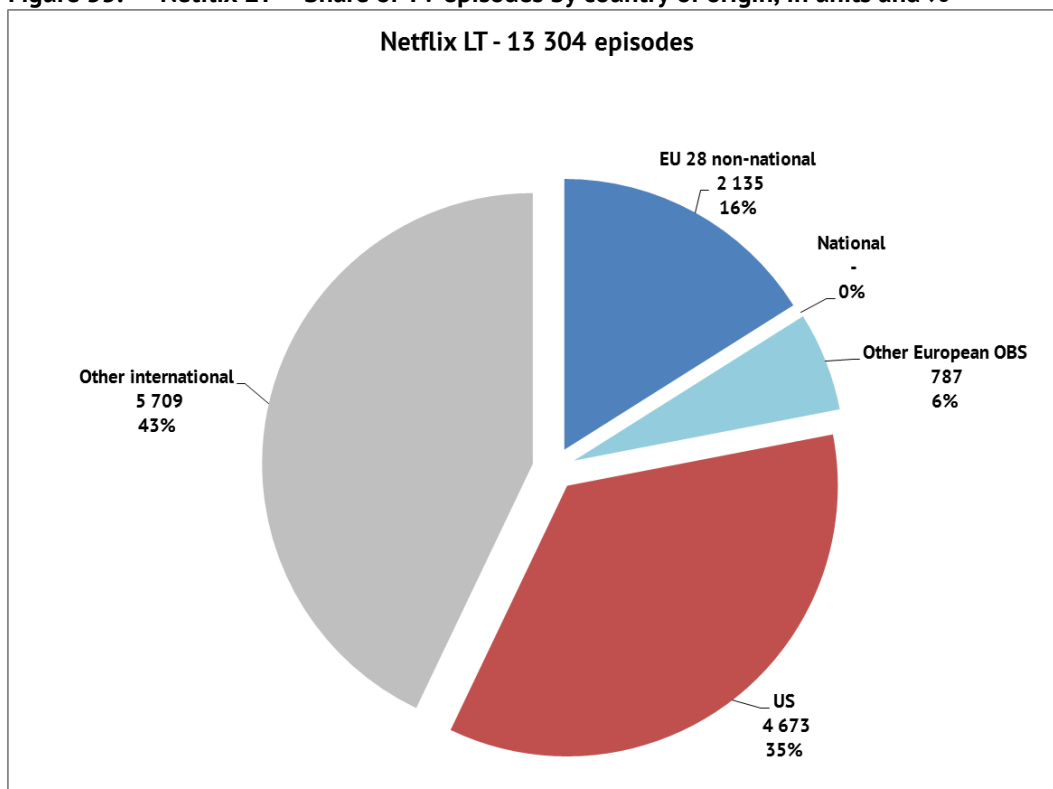
2.2.4.20. Netflix in Lithuania

Table 43. Netflix LT – Country of origin of TV episodes, in units and %

Netflix LT					
Total episodes					
15 161					
Number of TV series titles	979				
Identified	815	83%			
Breakdown by Region of Origin of episodes identified					
13 304					88%
European OBS			International		
2 922			22%	10 382	
EU 28		Other European OBS	US		Other International
2 135	16%	787	6%	4 673	35%
				5 709	43%
EU 28 non-national		National			
2 135	16%	0	0%		

Source: European Audiovisual Observatory

Figure 55. Netflix LT – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

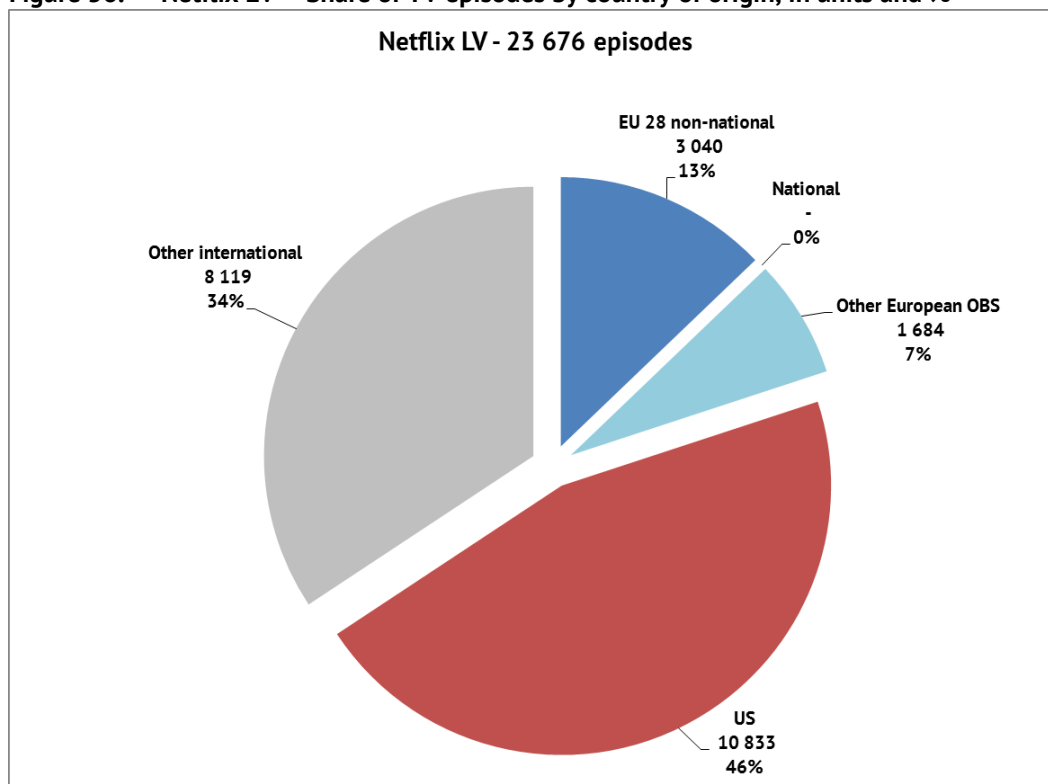
### 2.2.4.21. Netflix in Latvia

**Table 44. Netflix LV – Country of origin of TV episodes, in units and %**

Netflix LV					
Total episodes					
23 828					
Number of TV series titles	907				
Identified	884	97%			
Breakdown by Region of Origin of episodes identified					
23 676					
99%					
European OBS			International		
4 724			20%	18 952	
EU 28		Other European OBS	US		Other International
3 040	13%	1 684	7%	10 833	46%
				8 119	34%
EU 28 non-national		National			
3 040	13%	0	0%		

Source: European Audiovisual Observatory

**Figure 56. Netflix LV – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



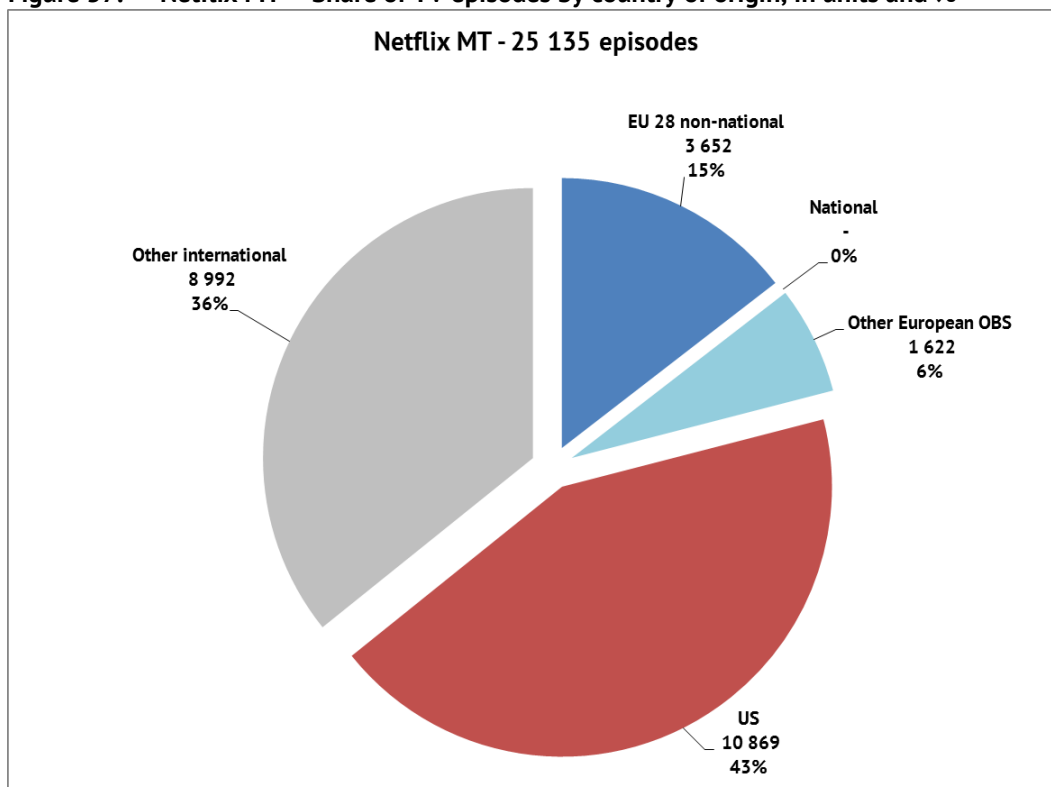
2.2.4.22. Netflix in Malta

Table 45. Netflix MT – Country of origin of TV episodes, in units and %

Netflix MT					
Total episodes					
25 266					
Number of TV series titles	986				
Identified	964	98%			
Breakdown by Region of Origin of episodes identified					
25 135					99%
European OBS			International		
5 274			21%	19 861	
EU 28		Other European OBS	US		Other International
3 652	15%	1 622	6%	10 869	43%
				8 992	36%
EU 28 non-national		National			
3 652	15%	0	0%		

Source: European Audiovisual Observatory

Figure 57. Netflix MT – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

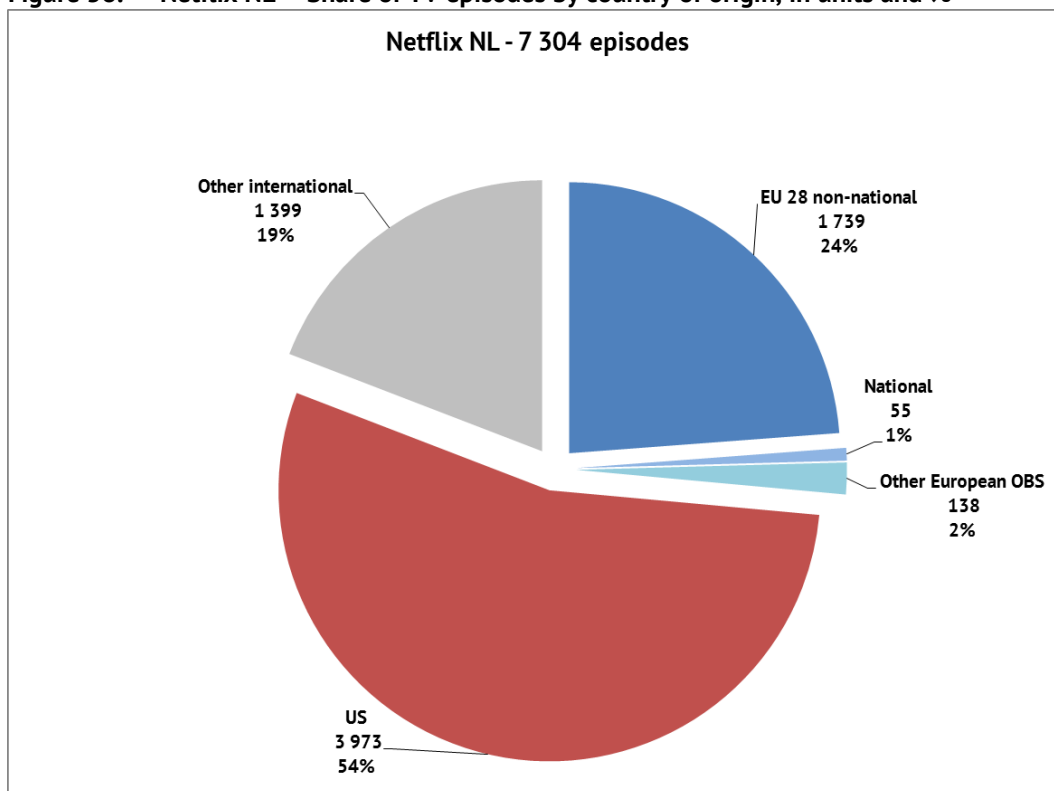
### 2.2.4.23. Netflix in the Netherlands

**Table 46. Netflix NL – Country of origin of TV episodes, in units and %**

Netflix NL			
Total episodes			
7 949			
Number of TV series titles	624		
Identified	560	90%	
Breakdown by Region of Origin of episodes identified			
7 304			
92%			
European OBS		International	
1 932		5 372	
26%		74%	
EU 28	Other European OBS	US	Other International
1 794	138	3 973	1 399
25%	2%	54%	19%
EU 28 non-national	National		
1 739	55		
24%	1%		

Source: European Audiovisual Observatory

**Figure 58. Netflix NL – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

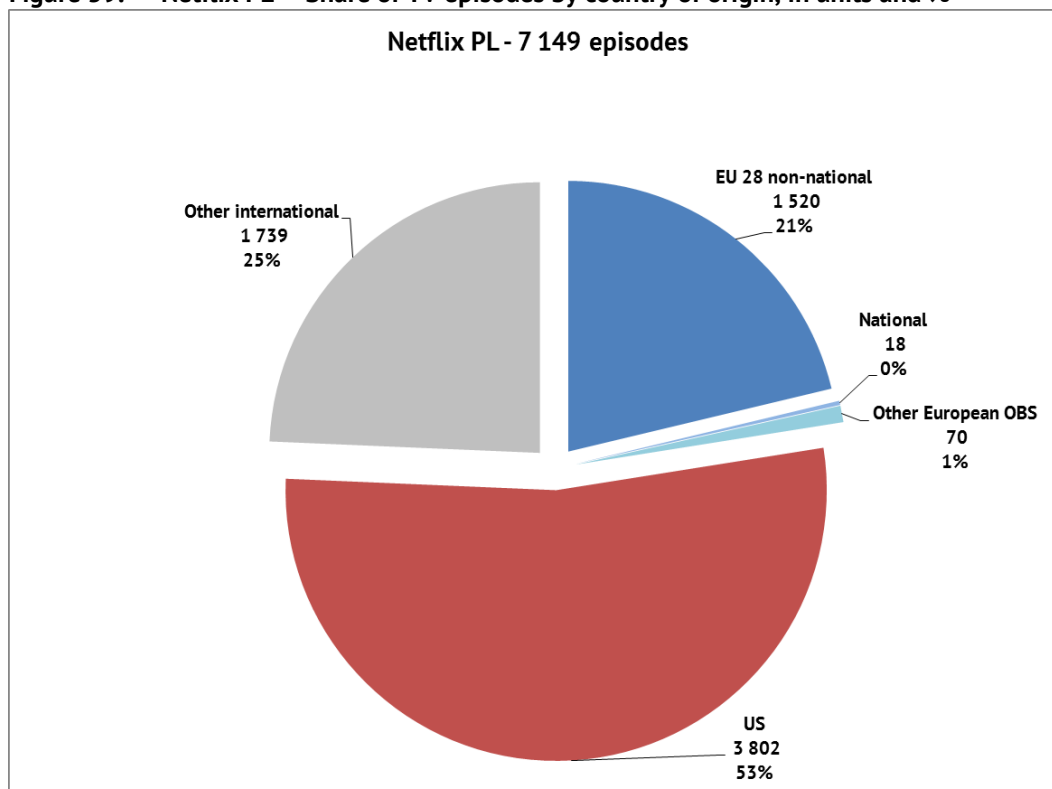
## 2.2.4.24. Netflix in Poland

**Table 47. Netflix PL – Country of origin of TV episodes, in units and %**

Netflix PL					
Total episodes					
7 856					
Number of TV series titles	613				
Identified	543	89%			
Breakdown by Region of Origin of episodes identified					
7 149					
91%					
European OBS			International		
1 608			5 541		
22%			78%		
EU 28		Other European OBS	US	Other International	
1 538	22%	70	1%	3 802	53%
				1 739	24%
EU 28 non-national		National			
1 520	21%	18	0%		

Source: European Audiovisual Observatory

**Figure 59. Netflix PL – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

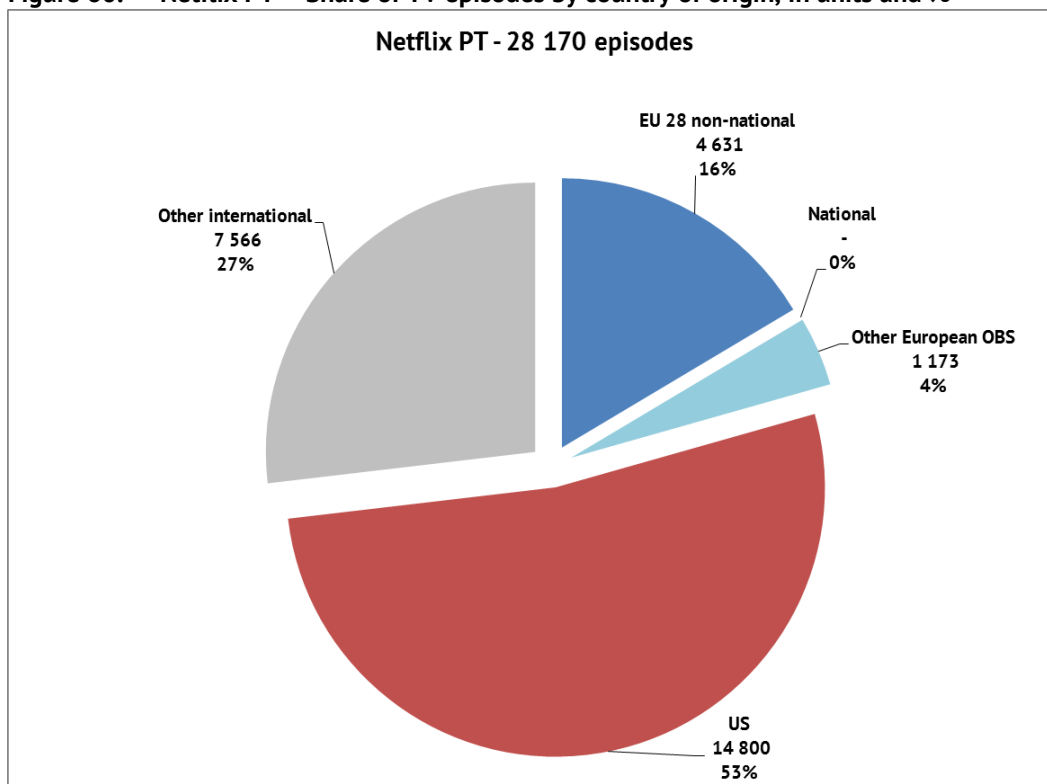
### 2.2.4.25. Netflix in Portugal

**Table 48. Netflix PT – Country of origin of TV episodes, in units and %**

Netflix PT			
Total episodes			
28 301			
Number of TV series titles	955		
Identified	938	98%	
Breakdown by Region of Origin of episodes identified			
28 170			
100%			
European OBS		International	
5 804		21%	
22 366		79%	
EU 28	Other European OBS	US	Other International
4 631	16%	1 173	4%
14 800	53%	7 566	27%
EU 28 non-national	National		
4 631	16%	0	0%

Source: European Audiovisual Observatory

**Figure 60. Netflix PT – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

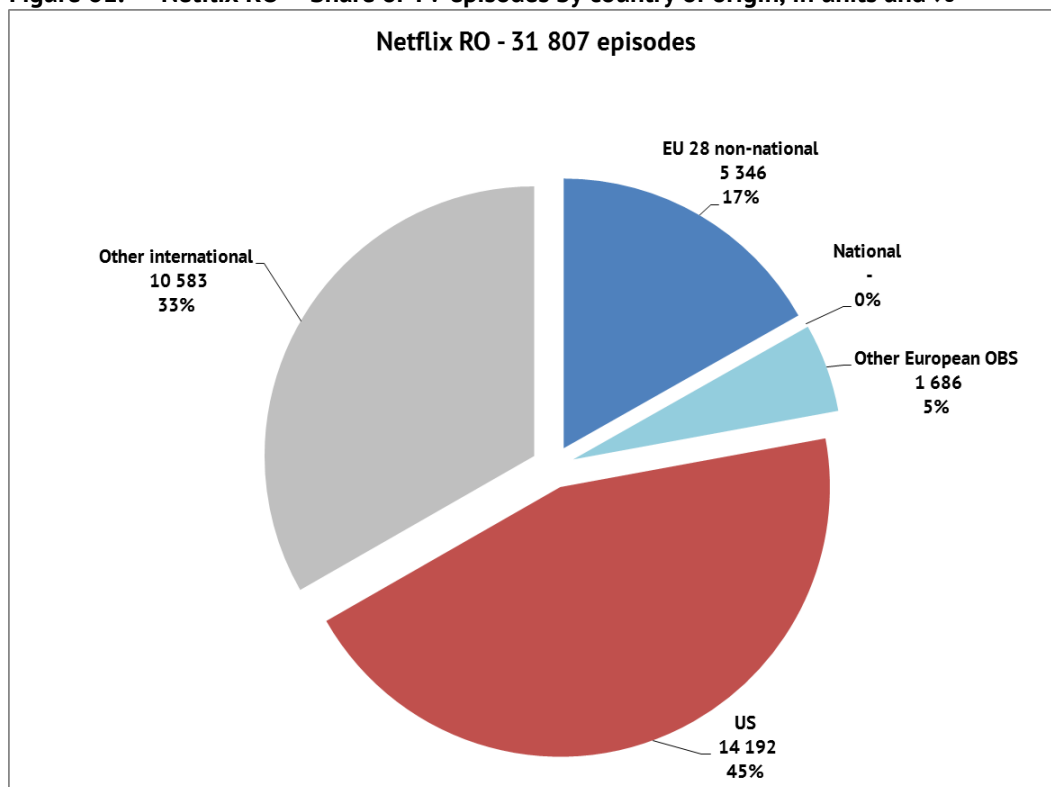
### 2.2.4.26. Netflix in Romania

**Table 49. Netflix RO – Country of origin of TV episodes, in units and %**

Netflix RO			
Total episodes			
31 985			
Number of TV series titles	1 204		
Identified	1 178	98%	
Breakdown by Region of Origin of episodes identified			
31 807			
99%			
European OBS		International	
7 032		22%	
24 775		78%	
EU 28	Other European OBS	US	Other International
5 346	17%	1 686	5%
14 192	45%	10 583	33%
EU 28 non-national	National		
5 346	17%	0	0%

Source: European Audiovisual Observatory

**Figure 61. Netflix RO – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



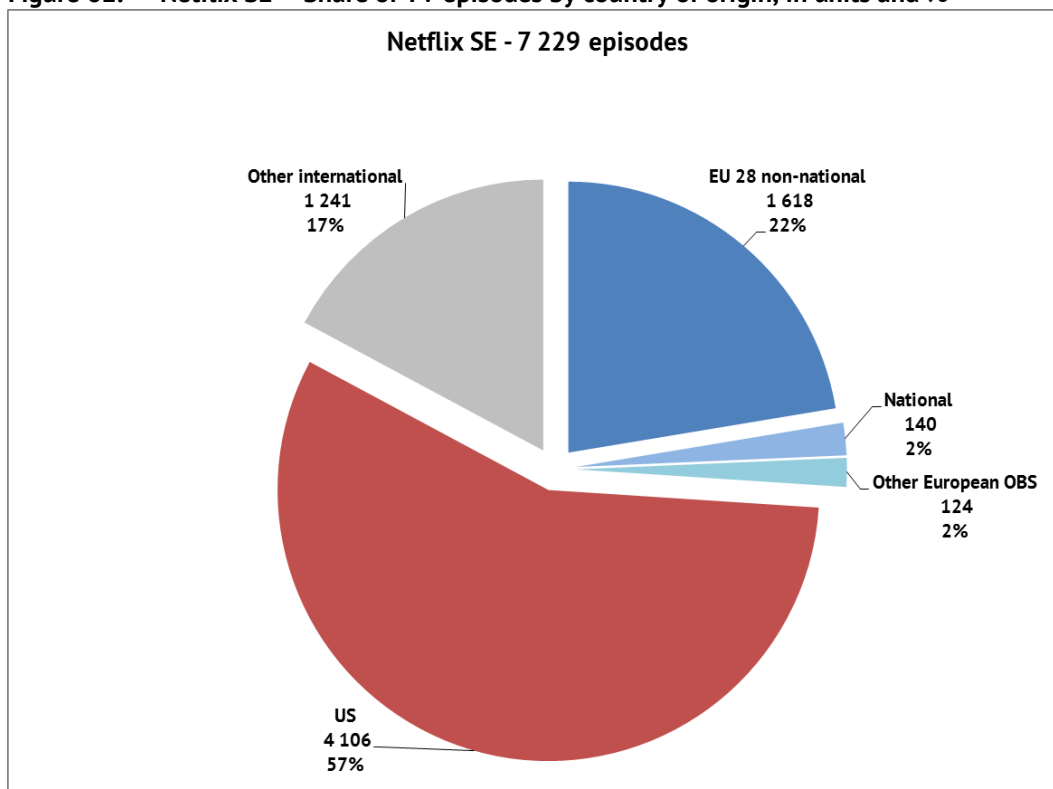
### 2.2.4.27. Netflix in Sweden

**Table 50. Netflix SE – Country of origin of TV episodes, in units and %**

Netflix SE					
Total episodes					
7 713					
Number of TV series titles	588				
Identified	537	91%			
Breakdown by Region of Origin of episodes identified					
7 229					
94%					
European OBS			International		
1 882			5 347		
26%			74%		
EU 28		Other European OBS	US		Other International
1 758	24%	124	2%	4 106	57%
				1 241	17%
EU 28 non-national		National			
1 618	22%	140	2%		

Source: European Audiovisual Observatory

**Figure 62. Netflix SE – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

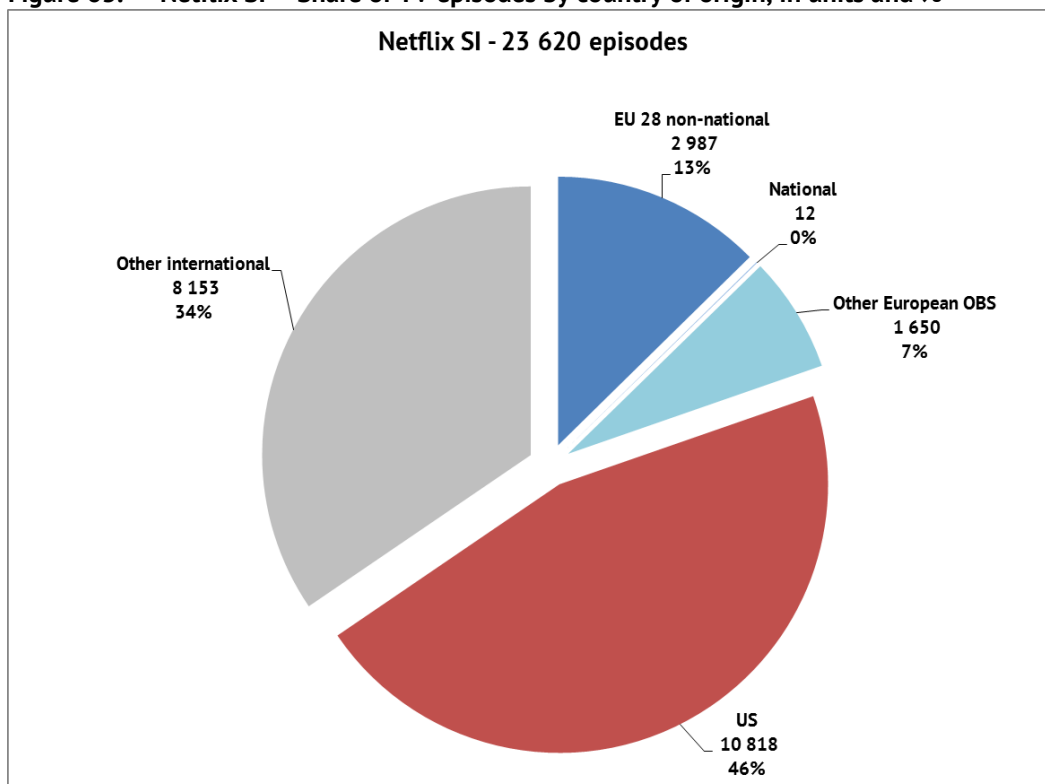
2.2.4.28. Netflix in Slovenia

Table 51. Netflix SI – Country of origin of TV episodes, in units and %

Netflix SI			
Total episodes			
23 746			
Number of TV series titles	901		
Identified	879	98%	
Breakdown by Region of Origin of episodes identified			
23 620			
99%			
European OBS		International	
4 649		20%	18 971
			80%
EU 28		Other European OBS	
2 999		13%	1 650
			7%
EU 28 non-national		National	
2 987		13%	12
			0%
US		Other International	
10 818		46%	8 153
			35%

Source: European Audiovisual Observatory

Figure 63. Netflix SI – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

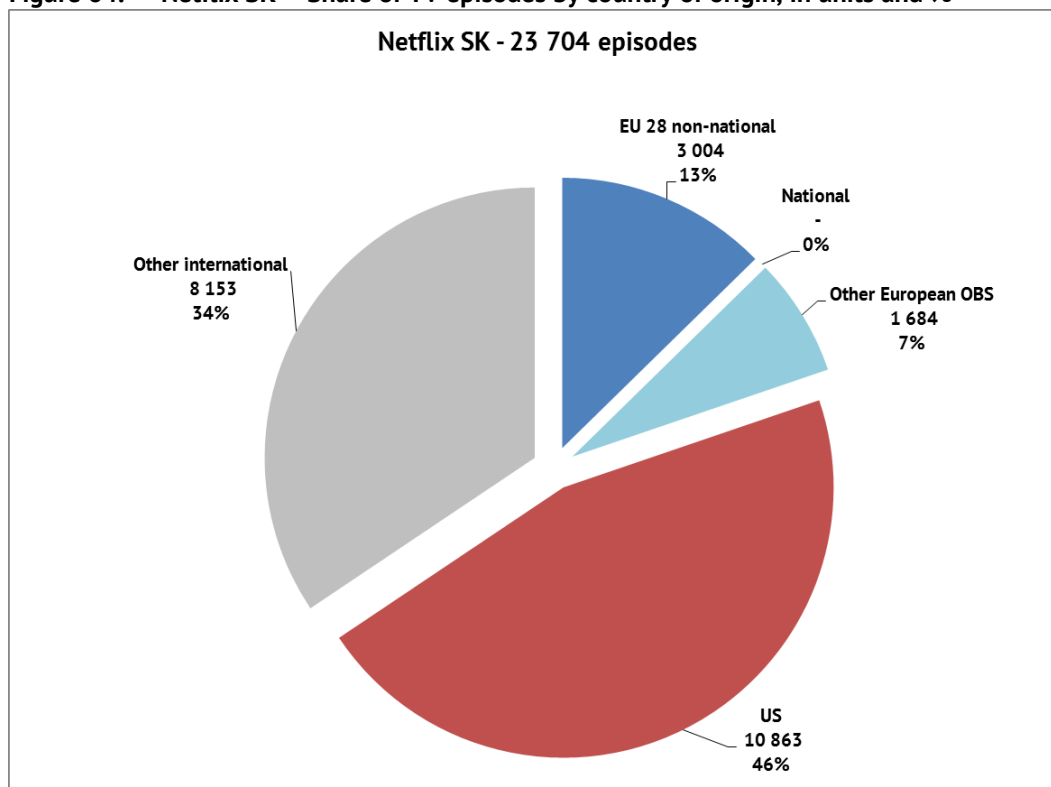
### 2.2.4.29. Netflix in Slovakia

**Table 52. Netflix SK – Country of origin of TV episodes, in units and %**

Netflix SK			
Total episodes			
23 830			
Number of TV series titles	903		
Identified	881	98%	
Breakdown by Region of Origin of episodes identified			
23 704			
99%			
European OBS		International	
4 688		19 016	
20%		80%	
EU 28	Other European OBS	US	Other International
3 004	1 684	10 863	8 153
13%	7%	46%	34%
EU 28 non-national	National		
3 004	0		
13%	0%		

Source: European Audiovisual Observatory

**Figure 64. Netflix SK – Share of TV episodes by country of origin, in units and %**

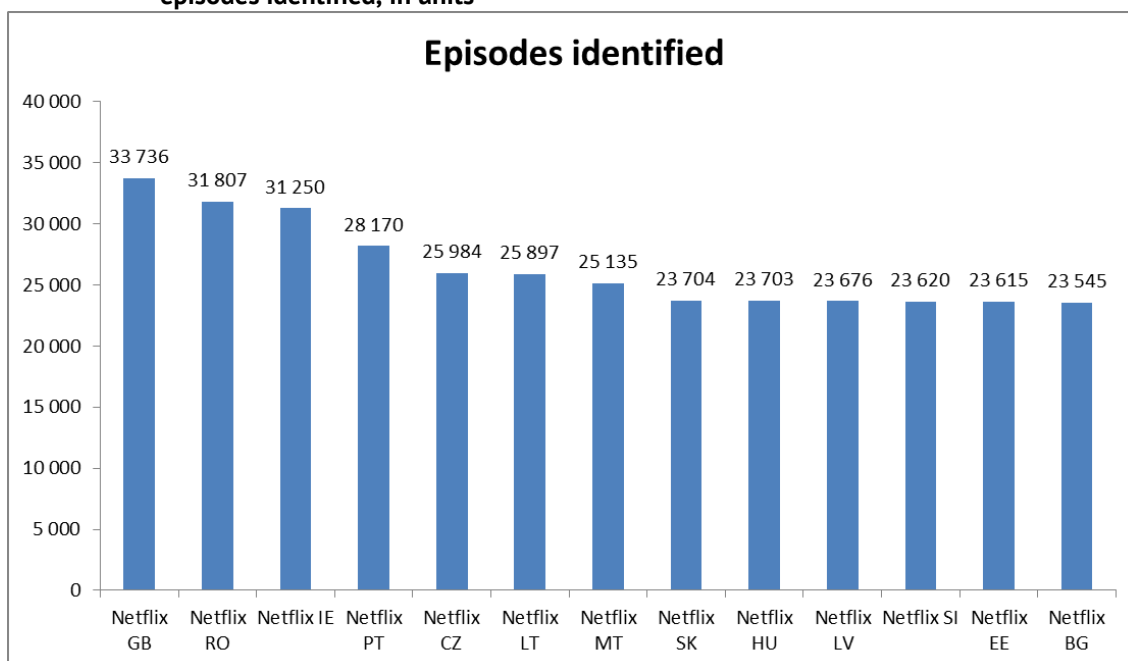


Source: European Audiovisual Observatory



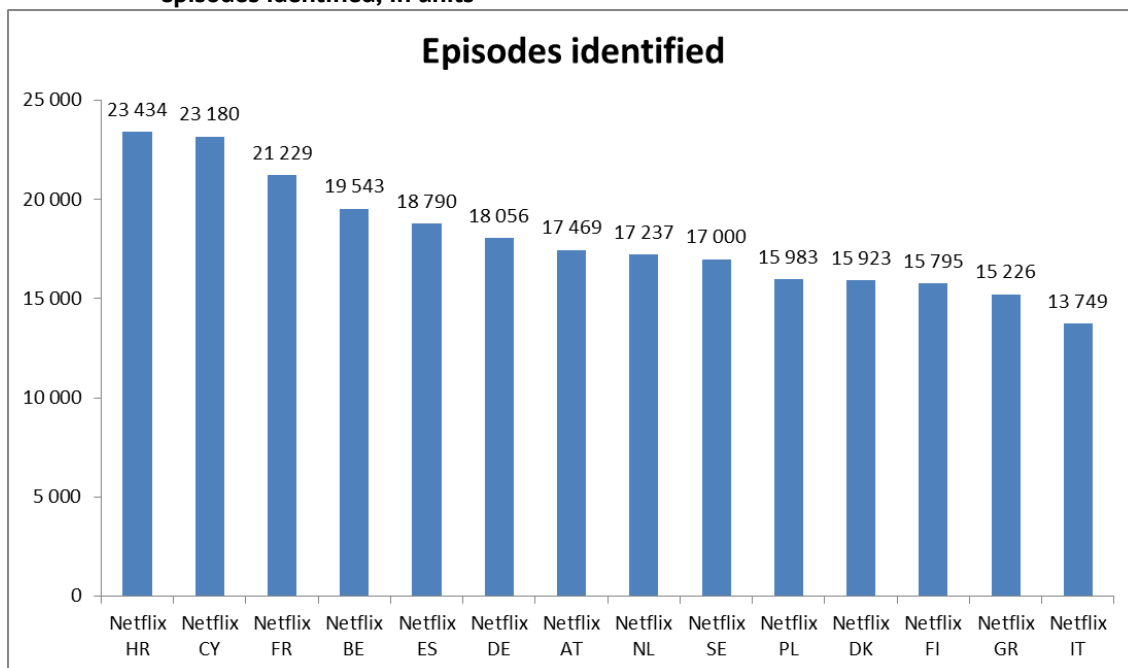
### 2.2.4.30. Size of catalogues

**Figure 65. Size of Netflix SVOD country catalogues (first 13 catalogues in size) by number of episodes identified, in units**



Source: European Audiovisual Observatory

**Figure 66. Size of Netflix SVOD country catalogues (remaining 14 catalogues) by number of episodes identified, in units**



Source: European Audiovisual Observatory

## 2.2.5. Voyo (2 catalogues)

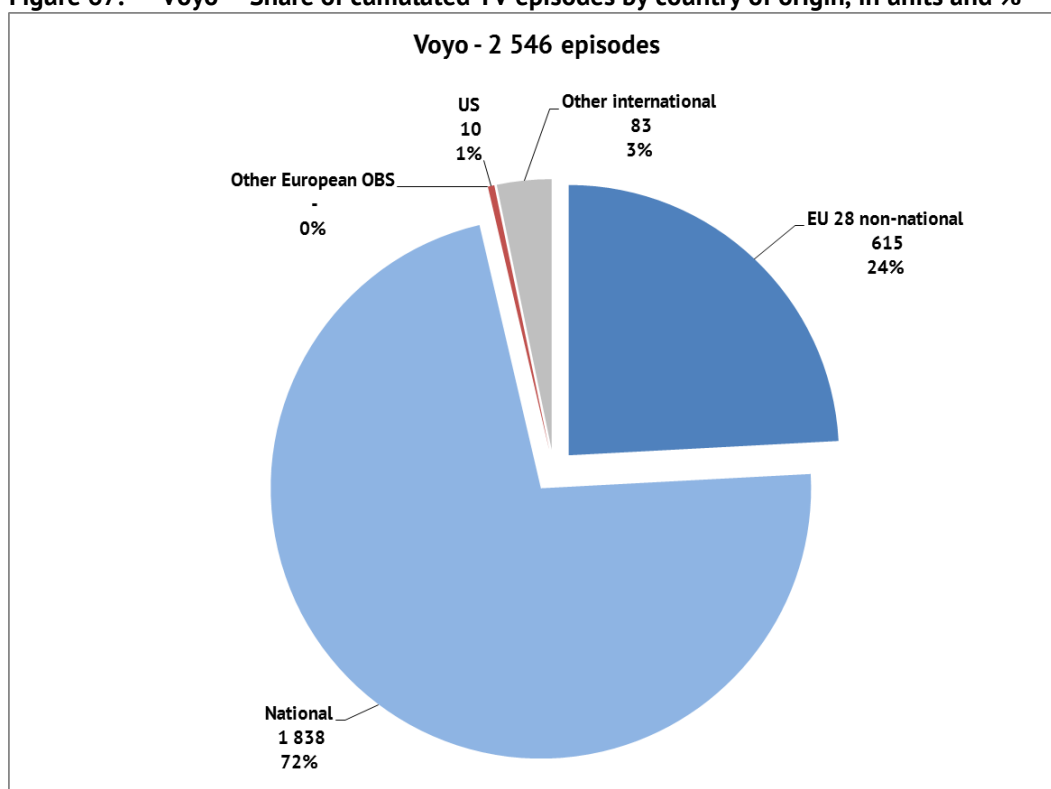
### 2.2.5.1. Voyo cumulated count

**Table 53. Voyo – Country of origin of cumulated TV episodes, in units and %**

Voyo					
Total episodes					
2 546					
Number of TV series titles	45				
Identified	44	98%			
Breakdown by Region of Origin of episodes identified					
2 546					
100%					
European OBS			International		
2 453			96%		
			93		
			4%		
EU 28		Other European OBS	US		Other International
2 453		0	10		0%
96%		0%	85		3%
EU 28 non-national		National			
615		1 838			
24%		72%			

Source: European Audiovisual Observatory

**Figure 67. Voyo – Share of cumulated TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

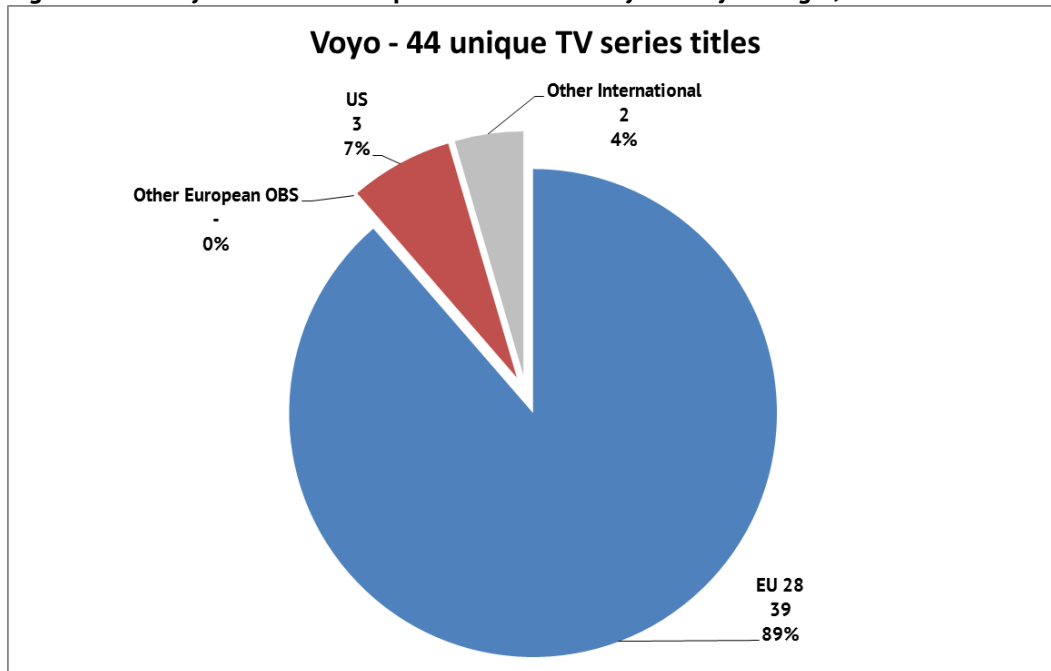
2.2.5.2. Voyo single title count

**Table 54. Voyo – Country of origin of unique TV series titles, in units and %**

Voyo					
Total unique TV series titles					
44					
Breakdown by Region of Origin of TV series titles identified					
European OBS				International	
39				5	
89%				11%	
EU 28		Other European OBS		US	Other International
39	89%	0	0%	3	7%
				2	5%

Source: European Audiovisual Observatory

**Figure 68. Voyo – Share of unique TV series titles by country of origin, in units and %**



Source: European Audiovisual Observatory

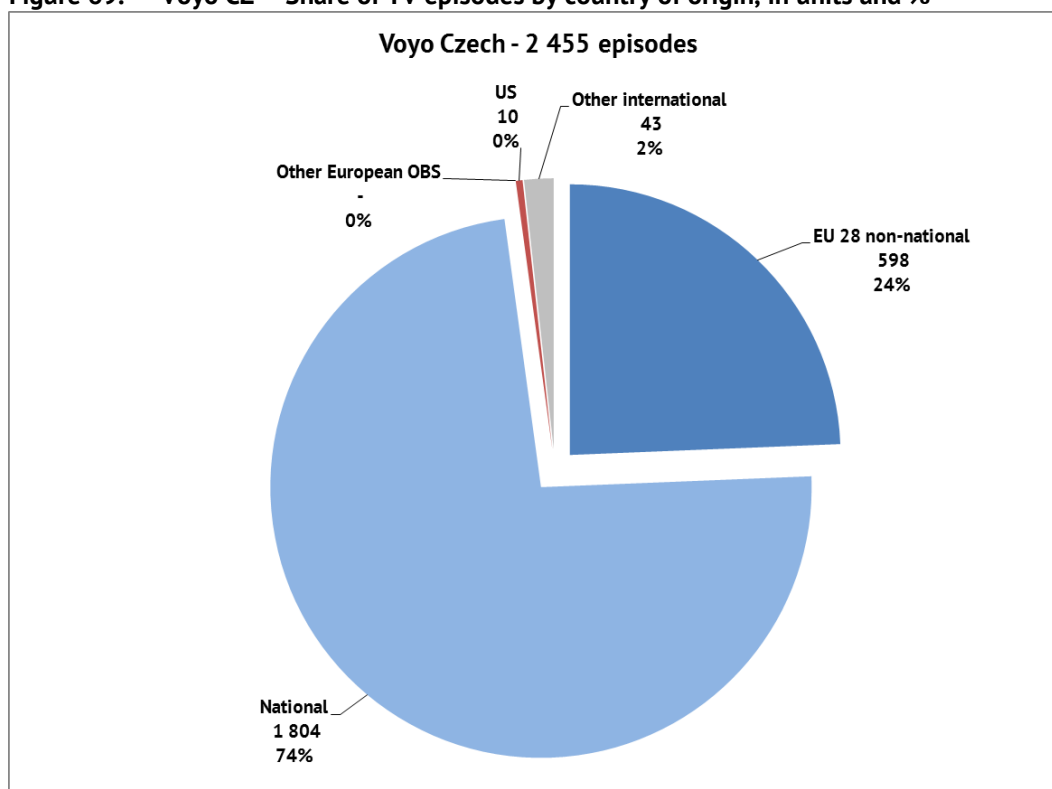
### 2.2.5.3. Voyo in the Czech Republic

**Table 55. Voyo CZ – Country of origin of TV episodes, in units and %**

Voyo Czech				
Total episodes				
2 455				
Number of TV series titles	36			
Identified	35	97%		
Breakdown by Region of Origin of episodes identified				
2 455				
100%				
European OBS			International	
2 402			98%	
			53	
			2%	
EU 28		Other European OBS		US
				Other International
2 402		0		10
98%		0%		0%
				43
				2%
EU 28 non-national		National		
598		1 804		
24%		73%		

Source: European Audiovisual Observatory

**Figure 69. Voyo CZ – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



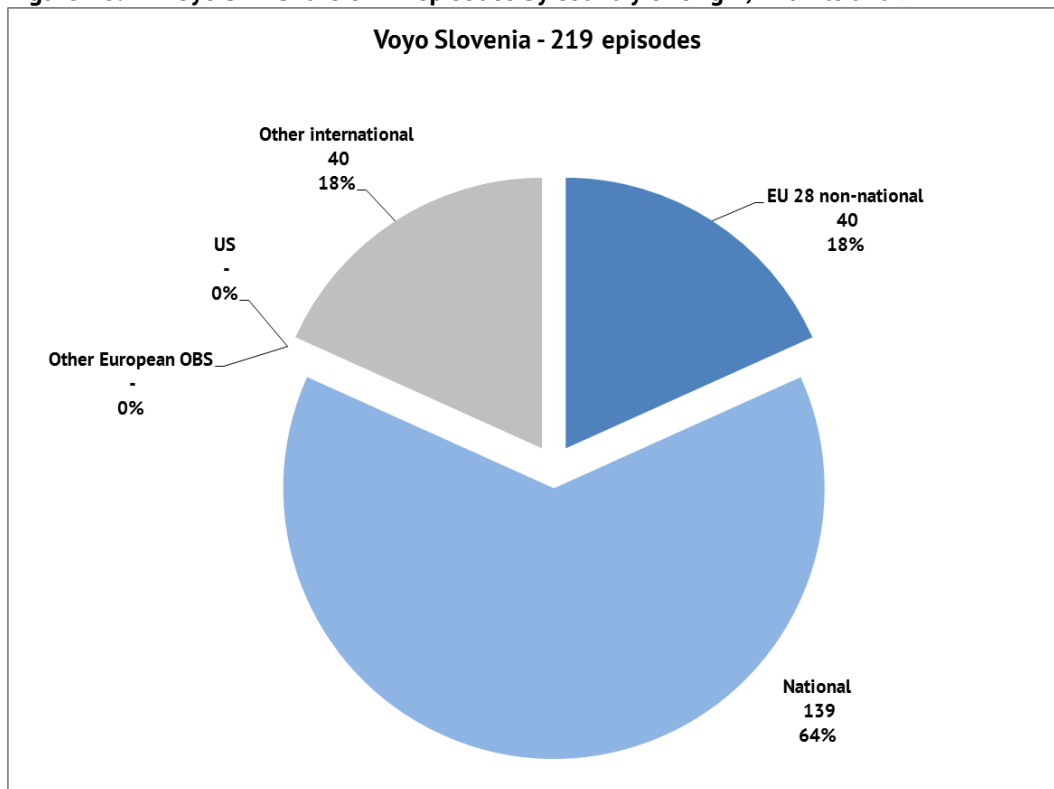
2.2.5.4. Voyo in Slovenia

**Table 56. Voyo SI – Country of origin of TV episodes, in units and %**

Voyo Slovenia					
Total episodes					
219					
Number of TV series titles	10				
Identified	9	90%			
Breakdown by Region of Origin of episodes identified					
219					
100%					
European OBS			International		
179			82%	40	
EU 28		Other European OBS	US		Other International
179	82%	0	0%	0	0%
				40	18%
EU 28 non-national		National			
40	18%	139	63%		

Source: European Audiovisual Observatory

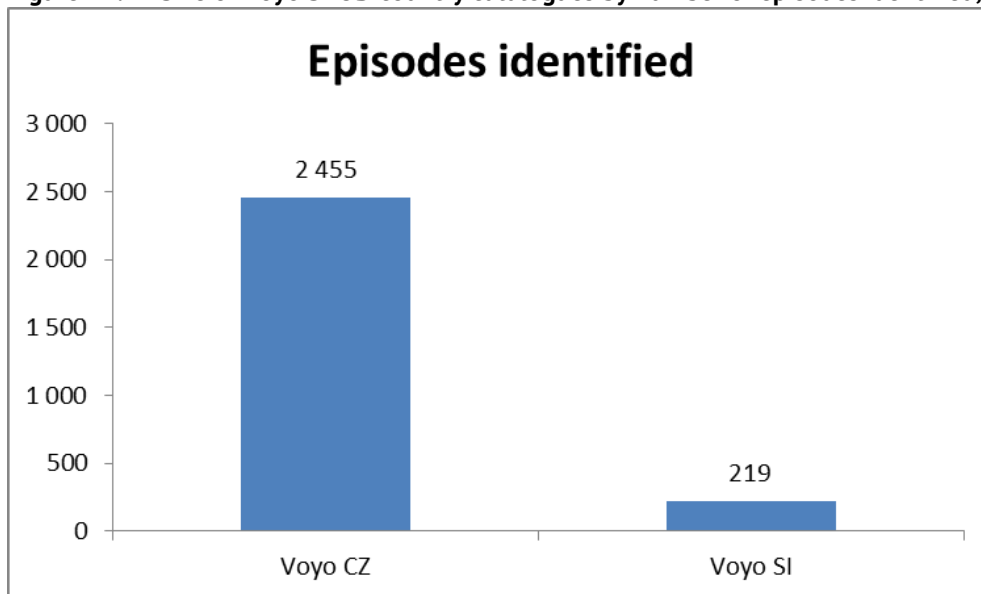
**Figure 70. Voyo SI – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

### 2.2.5.5. Size of catalogues

**Figure 71. Size of Voyo SVOD country catalogues by number of episodes identified, in units**

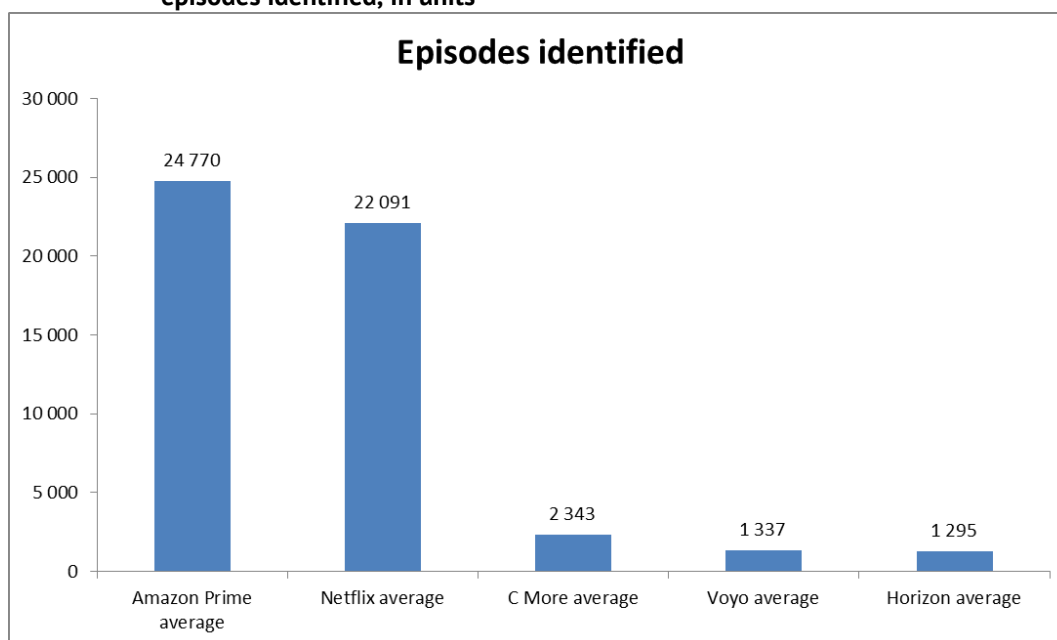


Source: European Audiovisual Observatory

## 2.2.6. Comparison between pan-European and multi-country SVOD services

### 2.2.6.1. Size of catalogues

**Figure 72. Size of pan-European and multi-country SVOD catalogues by average number of episodes identified, in units**

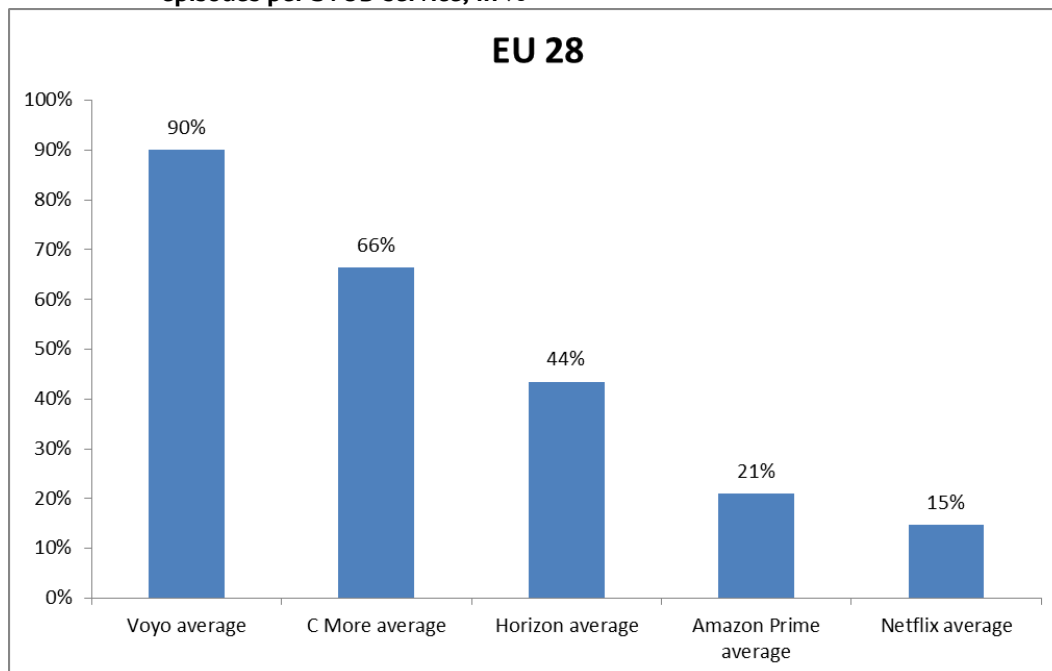


Source: European Audiovisual Observatory

## 2.2.6.2. Region of origin of TV episodes

### 2.2.6.2.1. Share of EU 28 TV episodes

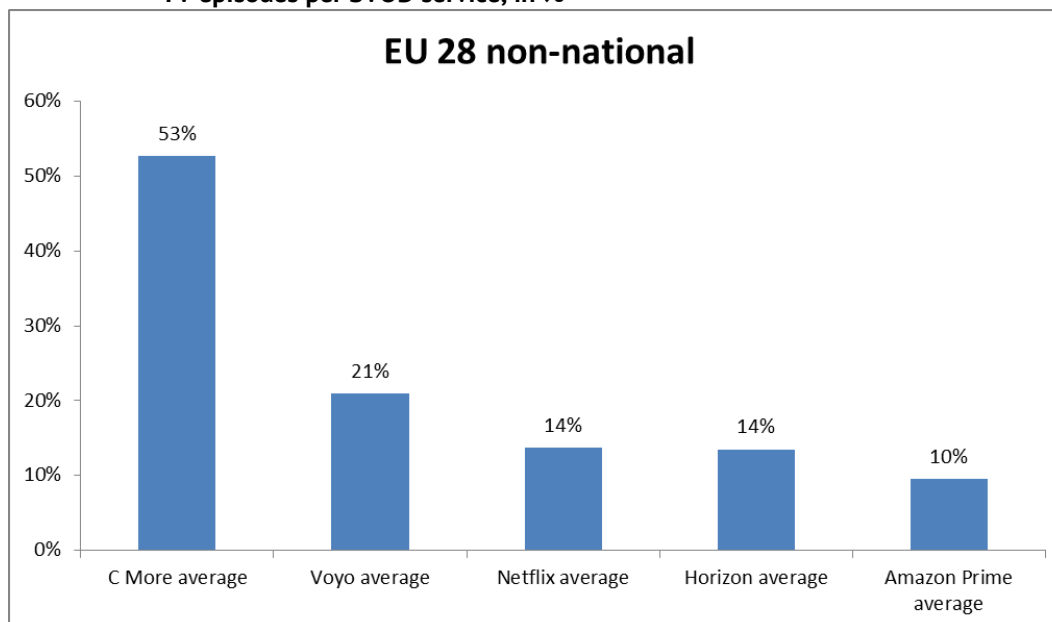
**Figure 73. Pan-European and multi-country SVOD services – Average share of EU 28 TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

### 2.2.6.2.2. Share of EU non-national TV episodes

**Figure 74. Pan-European and multi-country SVOD services – Average share of EU non-national TV episodes per SVOD service, in %**

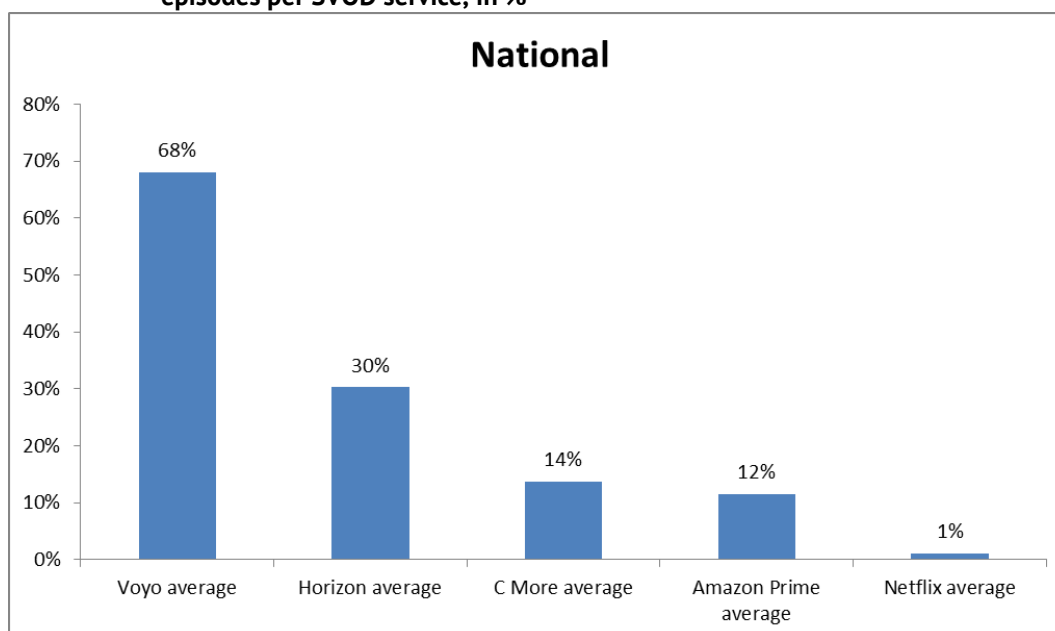


Source: European Audiovisual Observatory



2.2.6.2.3. Share of national TV episodes

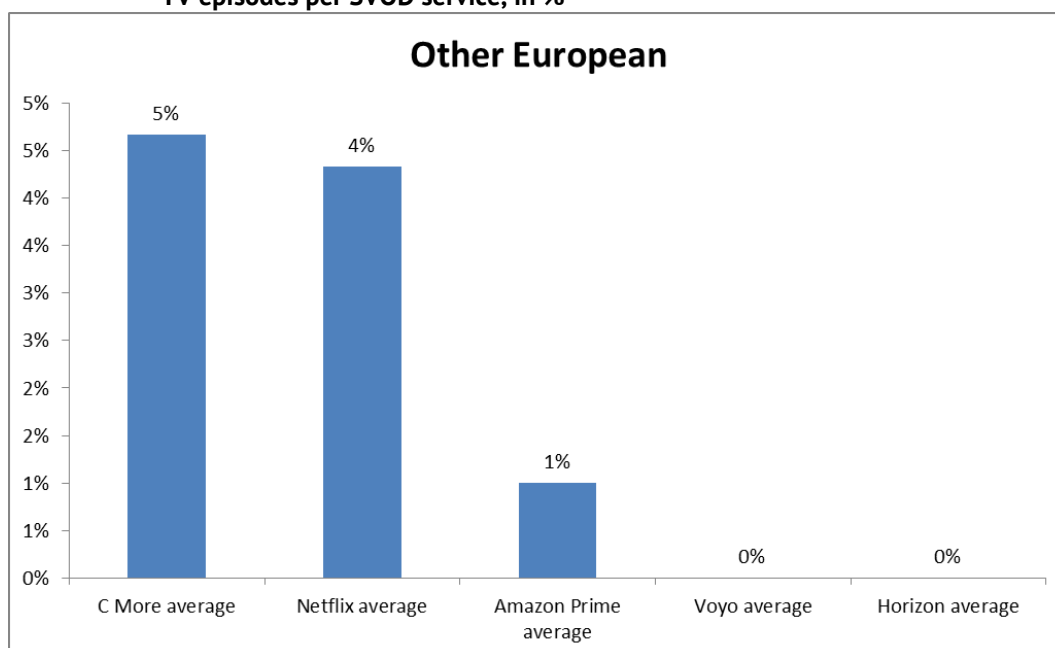
**Figure 75. Pan-European and multi-country SVOD services – Average share of national TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

2.2.6.2.4. Share of other European TV episodes

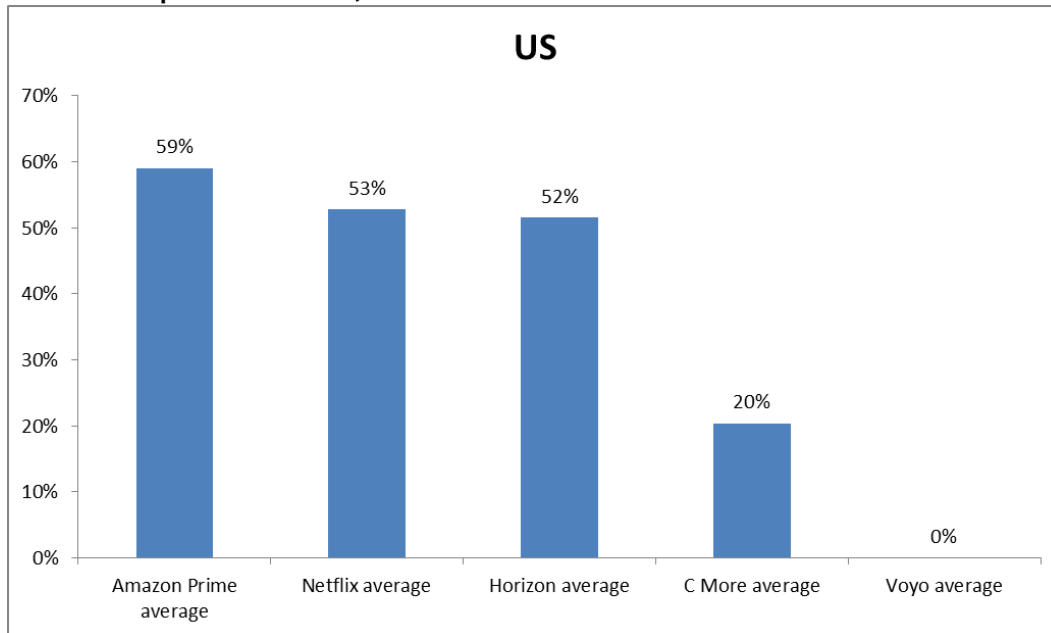
**Figure 76. Pan-European and multi-country SVOD services – Average share of other European TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

2.2.6.2.5. Share of US TV episodes

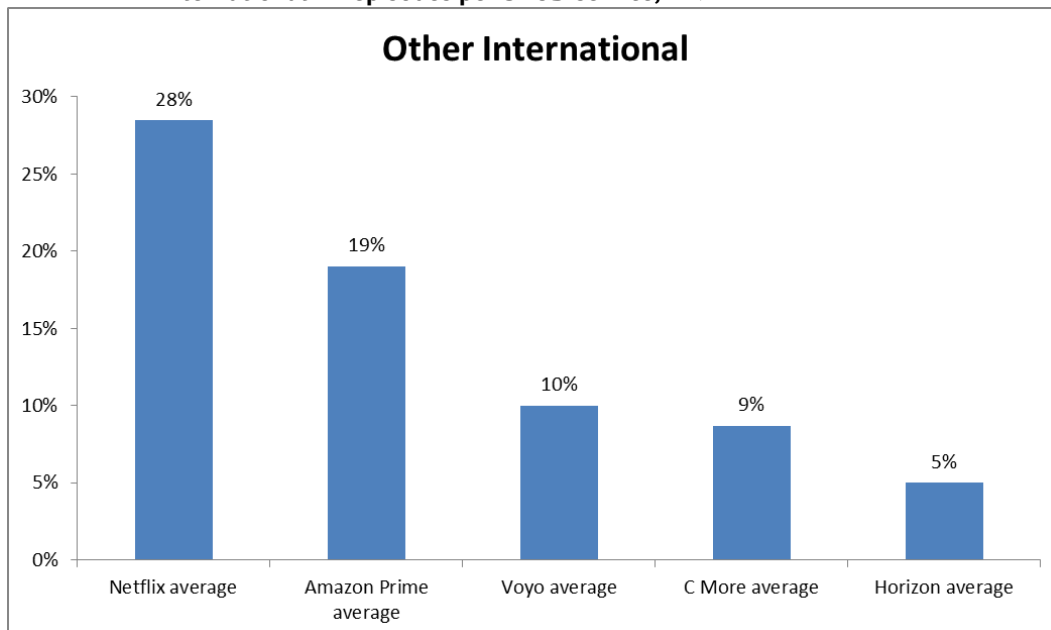
**Figure 77. Pan-European and multi-country SVOD services – Average share of US TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

2.2.6.2.6. Share of other international TV episodes

**Figure 78. Pan-European and multi-country SVOD services – Average share of other international TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

## 2.3. National SVOD services (9 catalogues)

In this section, 9 national European SVOD services are analysed and compared. The analysed services are:

- Belgacom Proximus TV in Belgium
- CanalPlay in France
- Mediaset Infinity in Italy
- Movistar+ in Spain
- Player in Poland
- SFR Play in France
- Sky NowTV SVOD in the United Kingdom
- TIMVision in Italy
- Videofutur in France

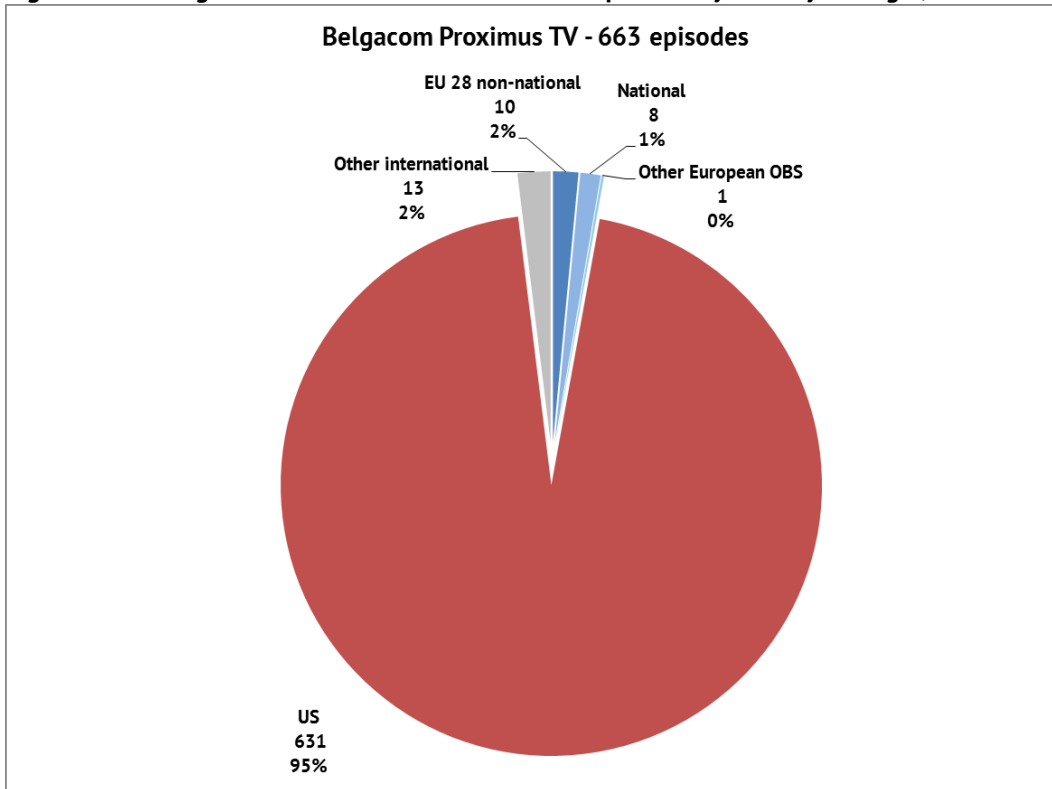
### 2.3.1. Belgacom Proximus TV (Belgium)

**Table 57. Belgacom Proximus TV – Country of origin of TV episodes, in units and %**

Belgacom Proximus TV					
Total episodes					
663					
Number of TV series titles	17				
Identified	16	94%			
Breakdown by Region of Origin of episodes identified					
663					
100%					
European OBS			International		
19			644		
3%			97%		
EU 28		Other European OBS	US		Other International
18	3%	1	0%	631	95%
				13	2%
EU 28 non-national		National			
10	2%	8	1%		

Source: European Audiovisual Observatory

Figure 79. Belgacom Proximus TV – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

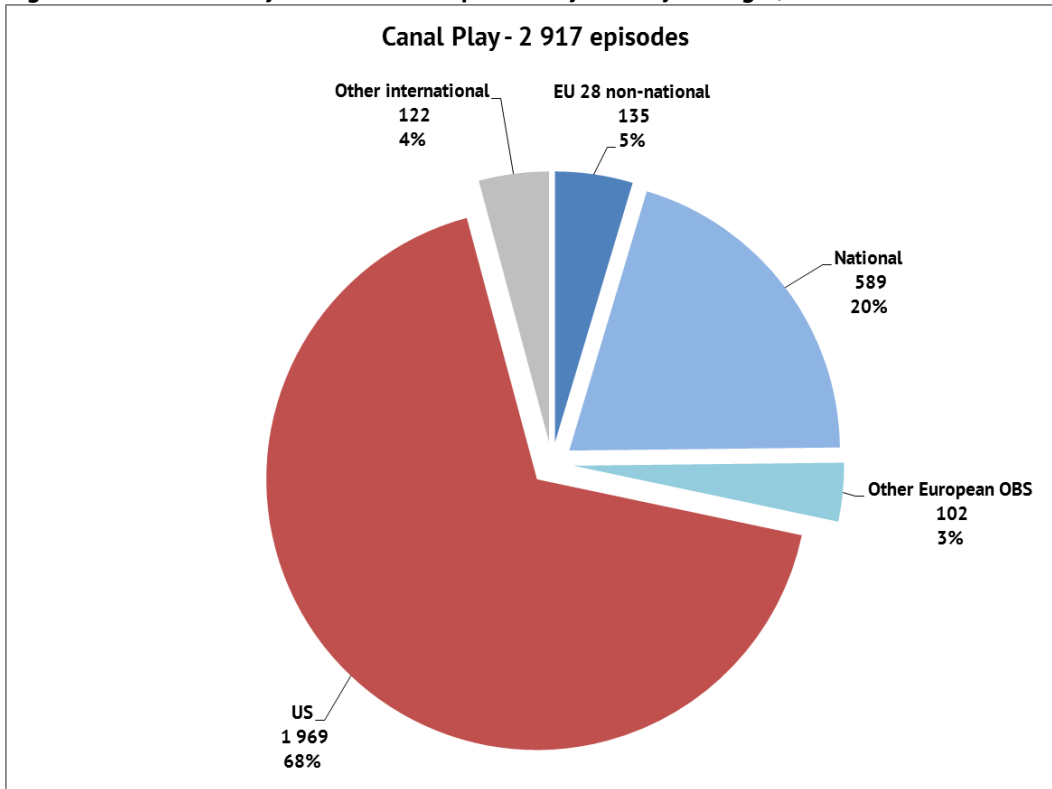
### 2.3.2. CanalPlay (France)

Table 58. Canal Play – Country of origin of TV episodes, in units and %

Canal Play					
Total episodes					
2 917					
Number of TV series titles	81				
Identified	80	99%			
Breakdown by Region of Origin of episodes identified					
2 917					
100%					
European OBS			International		
826			2 091		
28%			72%		
EU 28		Other European OBS	US		Other International
724	25%	102	3%	1 969	68%
				122	4%
EU 28 non-national		National			
135	5%	589			20%

Source: European Audiovisual Observatory

Figure 80. Canal Play – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

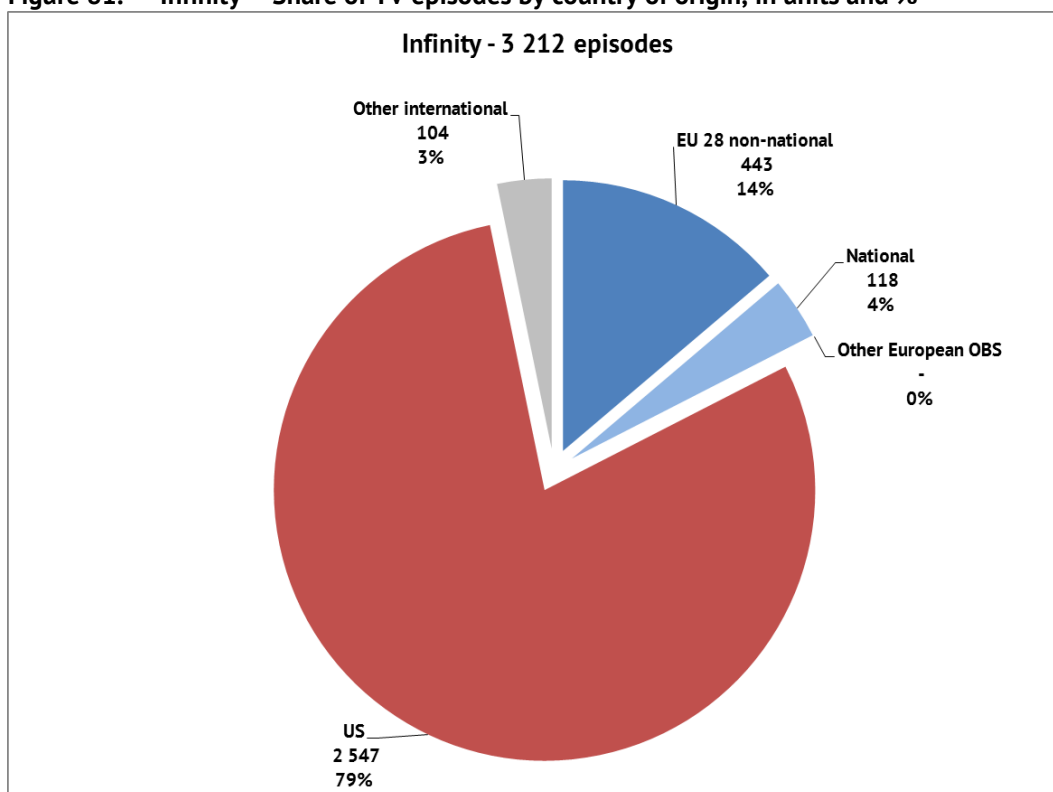
### 2.3.3. Mediaset Infinity (Italy)

Table 59. Infinity – Country of origin of TV episodes, in units and %

Infinity				
Total episodes				
3 212				
Number of TV series titles	95			
Identified	94	99%		
Breakdown by Region of Origin of episodes identified				
3 212				
100%				
European OBS			International	
561			2 651	
17%			83%	
EU 28		Other European OBS	US	Other International
561	17%	0	2 547	104
		0%	79%	3%
EU 28 non-national		National		
443	14%	118		
		4%		

Source: European Audiovisual Observatory

Figure 81. Infinity – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

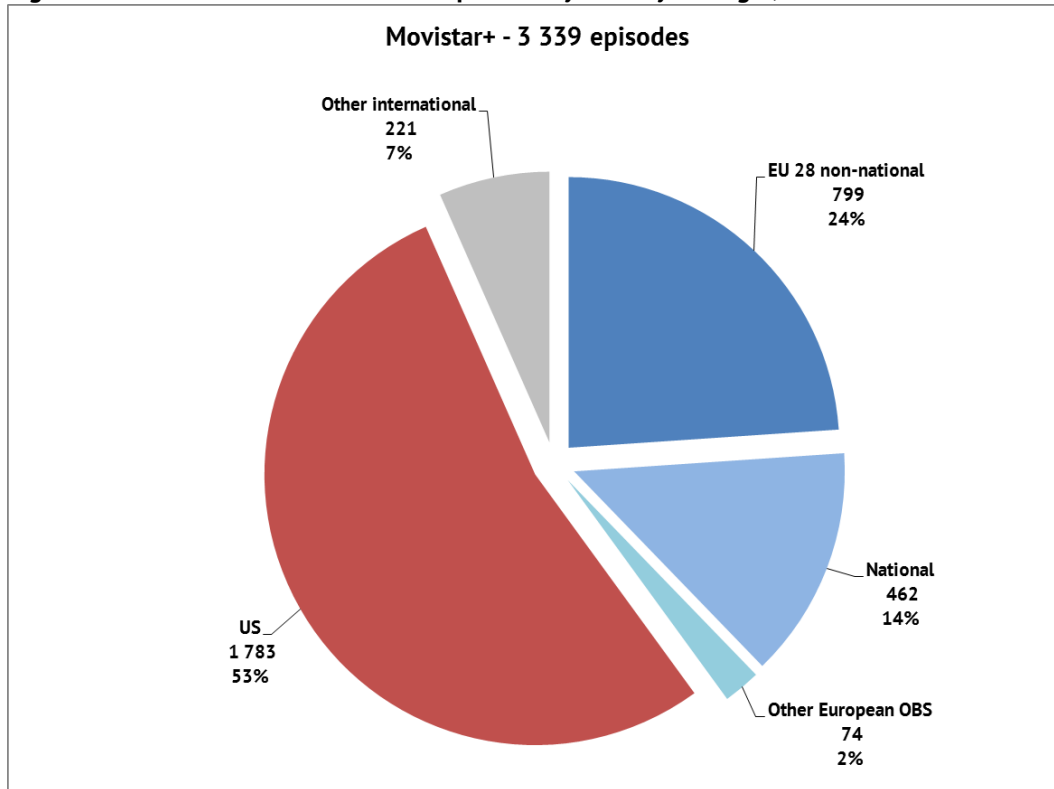
### 2.3.4. Movistar+ (Spain)

Table 60. Movistar+ – Country of origin of TV episodes, in units and %

Movistar+					
Total episodes					
3 379					
Number of TV series titles	240				
Identified	235	98%			
Breakdown by Region of Origin of episodes identified					
3 339					
99%					
European OBS			International		
1 335			40%		
2 004			60%		
EU 28		Other European OBS	US	Other International	
1 261	38%	74	2%	1 783	53%
				221	7%
EU 28 non-national		National			
799	24%	462	14%		

Source: European Audiovisual Observatory

**Figure 82. Movistar+ – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

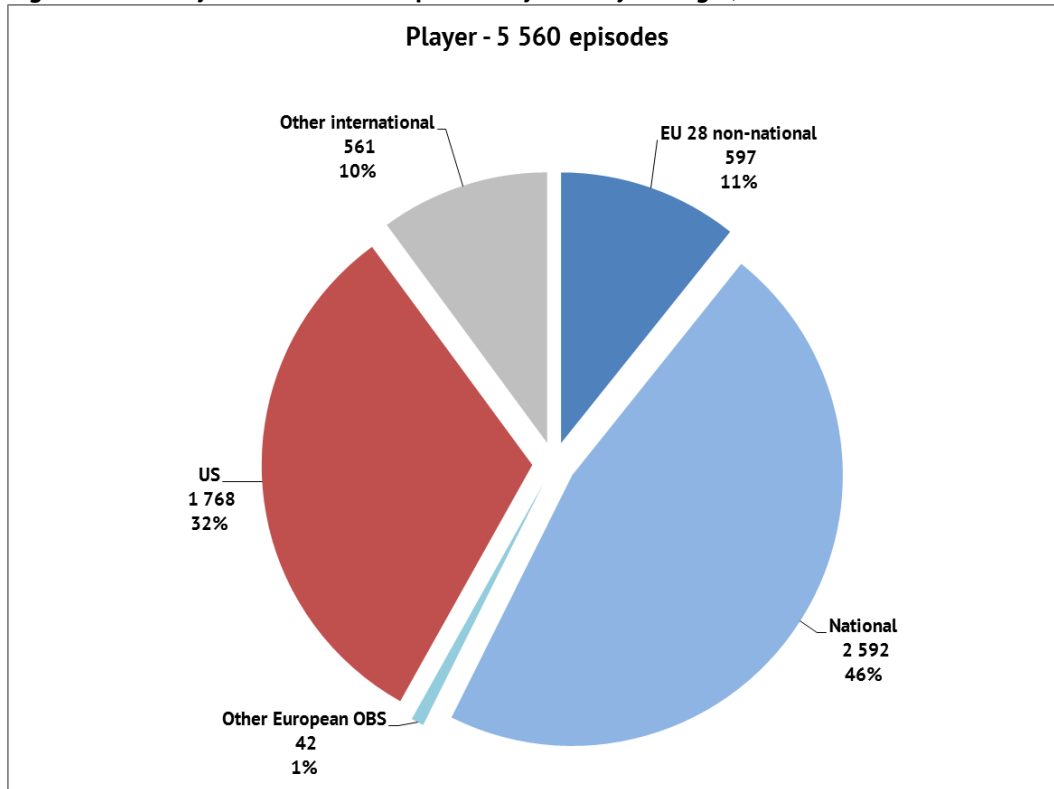
### 2.3.5. Player (Poland)

**Table 61. Player – Country of origin of TV episodes, in units and %**

Player					
Total episodes					
5 614					
Number of TV series titles	238				
Identified	232	97%			
Breakdown by Region of Origin of episodes identified					
5 560					
99%					
European OBS			International		
3 231			2 329		
58%			42%		
EU 28		Other European OBS	US	Other International	
3 189	57%	42	1%	1 768	32%
				561	10%
EU 28 non-national		National			
597	11%	2 592	47%		

Source: European Audiovisual Observatory

**Figure 83. Player – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

### 2.3.6. SFR Play (France)

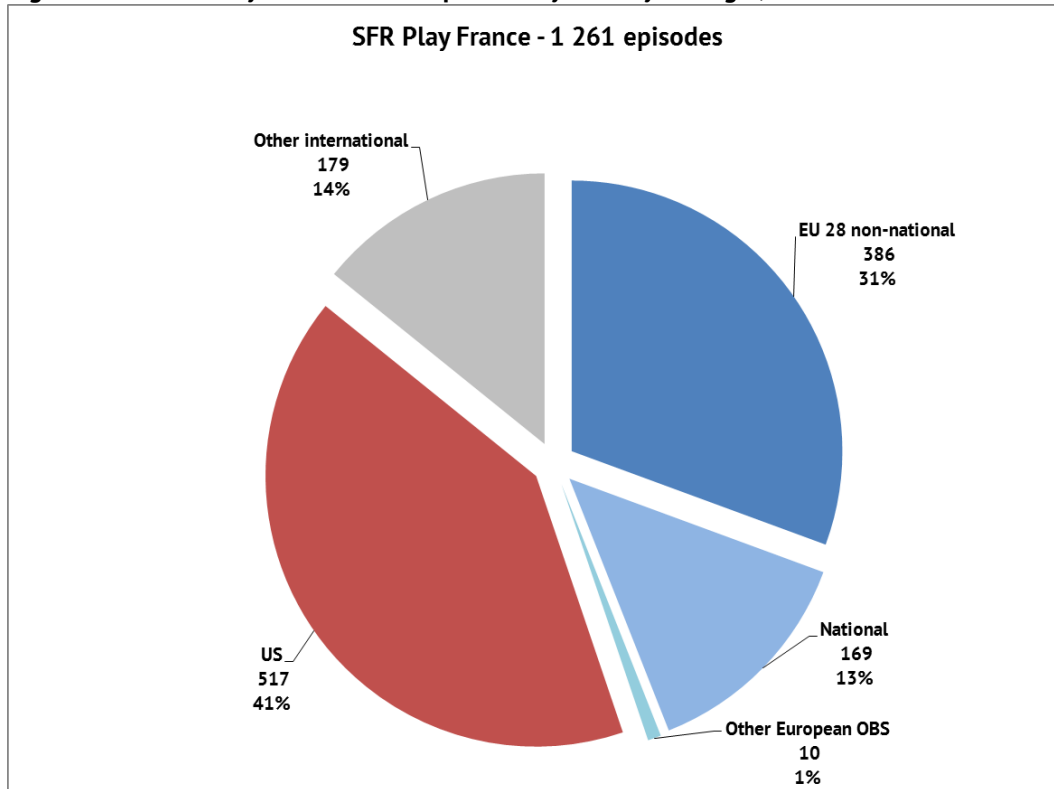
**Table 62. SFR Play – Country of origin of TV episodes, in units and %**

SFR Play France				
Total episodes				
1 328				
Number of TV series titles	89			
Identified	82	92%		
Breakdown by Region of Origin of episodes identified				
1 261				
95%				
European OBS			International	
565			45%	
696			55%	
EU 28		Other European OBS	US	Other International
555	44%	10	1%	517
				41%
				179
				14%
EU 28 non-national		National		
386	31%	169		
		13%		

Source: European Audiovisual Observatory



**Figure 84. SFR Play – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

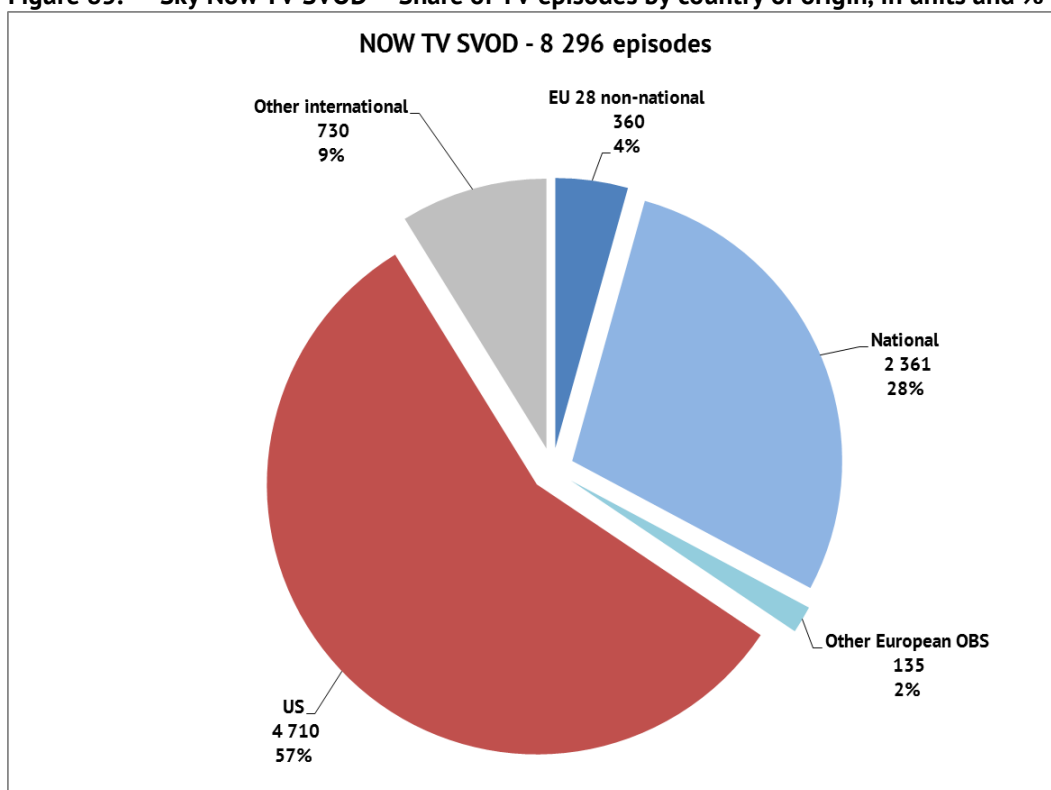
### 2.3.7. Sky NowTV SVOD (United Kingdom)

**Table 63. Sky Now TV SVOD – Country of origin of TV episodes, in units and %**

NOW TV SVOD				
Total episodes				
10 290				
Number of TV series titles	1 443			
Identified	511	35%		
Breakdown by Region of Origin of episodes identified				
8 296				
81%				
European OBS			International	
2 856			5 440	
34%			66%	
EU 28		Other European OBS	US	Other International
2 721	33%	135	2%	4 710
				57%
				730
				9%
EU 28 non-national		National		
360	4%	2 361		
		28%		

Source: European Audiovisual Observatory

Figure 85. Sky Now TV SVOD – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

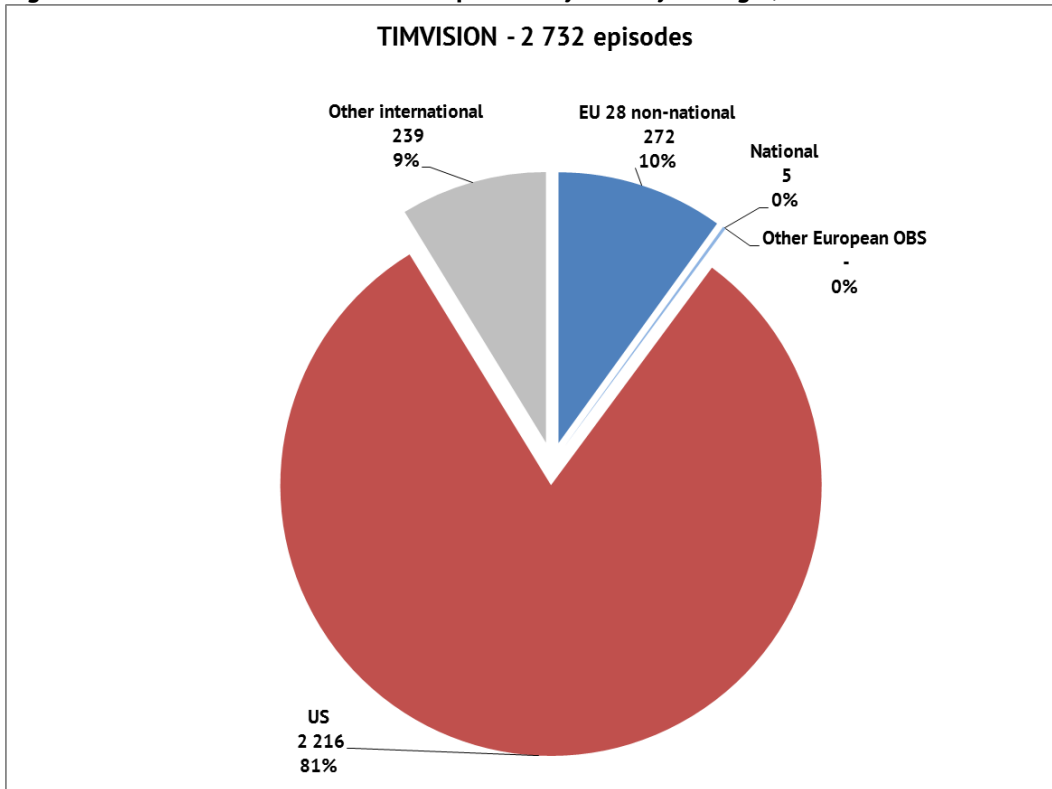
### 2.3.8. TIMVision (Italy)

Table 64. TIMVision – Country of origin of TV episodes, in units and %

TIMVISION					
Total episodes					
2 901					
Number of TV series titles	81				
Identified	70	86%			
Breakdown by Region of Origin of episodes identified					
2 732					
94%					
European OBS			International		
277			2 455		
10%			90%		
EU 28		Other European OBS		US	
Other International					
277	10%	0	0%	2 216	81%
				239	9%
EU 28 non-national		National			
272	10%	5	0%		

Source: European Audiovisual Observatory

Figure 86. TIMVision – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

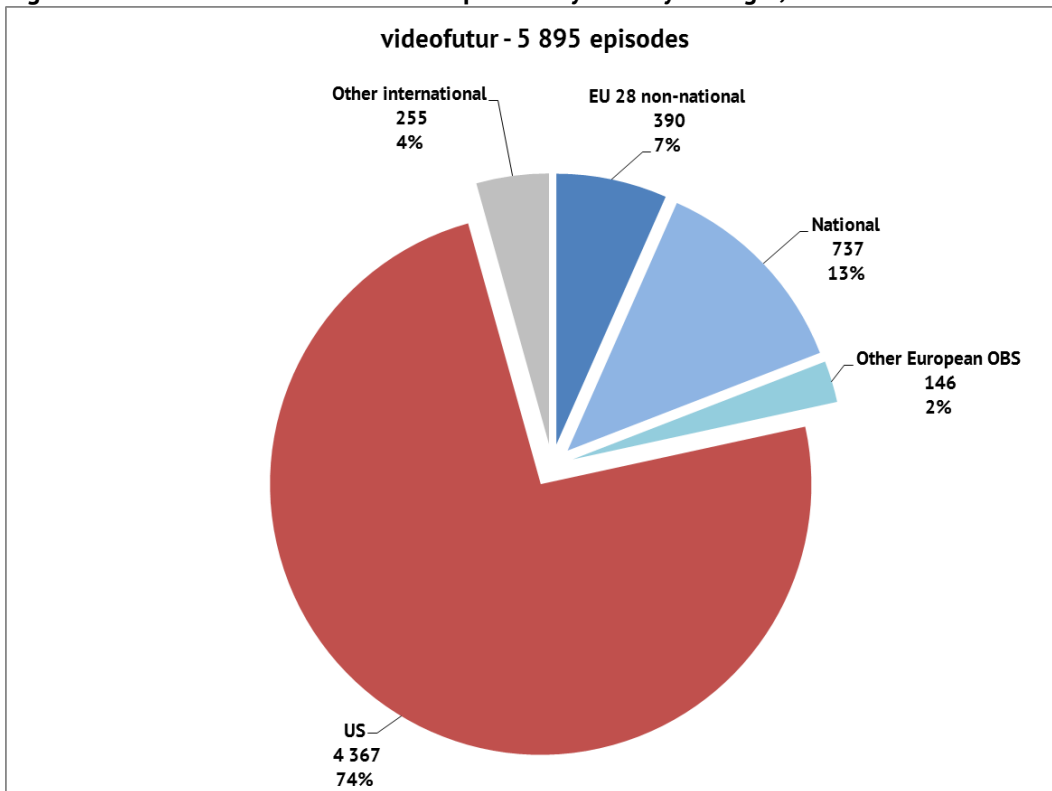
### 2.3.9. Videofutur (France)

Table 65. Videofutur – Country of origin of TV episodes, in units and %

videofutur					
Total episodes					
6 107					
Number of TV series titles	176				
Identified	162	92%			
Breakdown by Region of Origin of episodes identified					
5 895					
97%					
European OBS			International		
1 273			4 622		
22%			78%		
EU 28		Other European OBS	US	Other International	
1 127		146	4 367	255	
19%		2%	74%	4%	
EU 28 non-national		National			
390		737			
7%		13%			

Source: European Audiovisual Observatory

Figure 87. Videofutur – Share of TV episodes by country of origin, in units and %

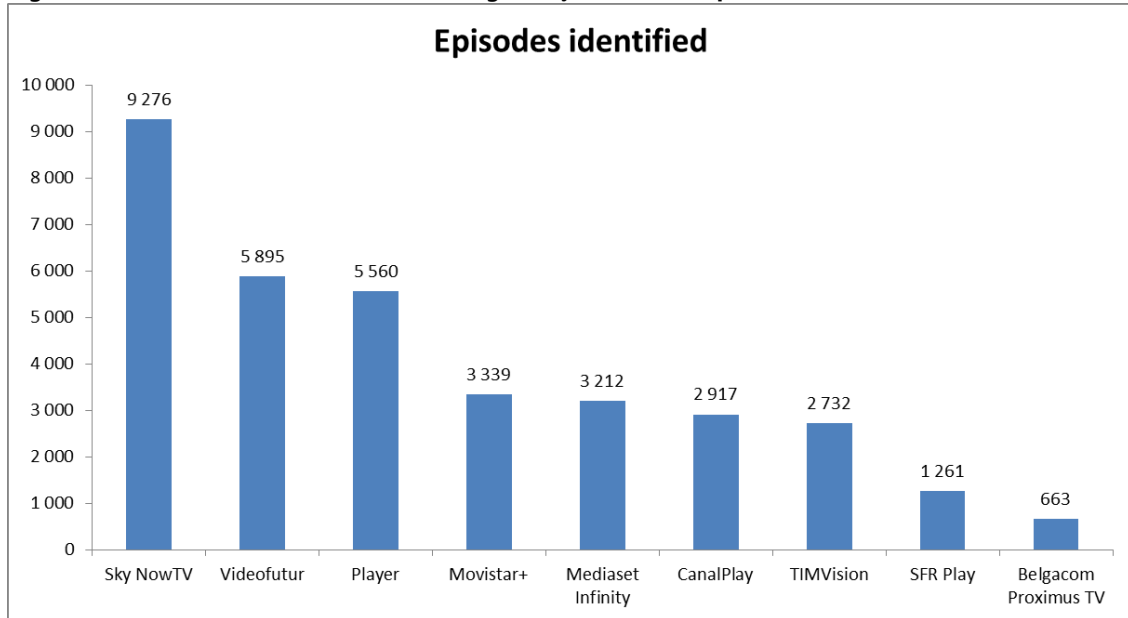


Source: European Audiovisual Observatory

## 2.3.10. Comparison between national SVOD services

### 2.3.10.1. Size of catalogues

**Figure 88. Size of national SVOD catalogues by number of episodes identified, in units**

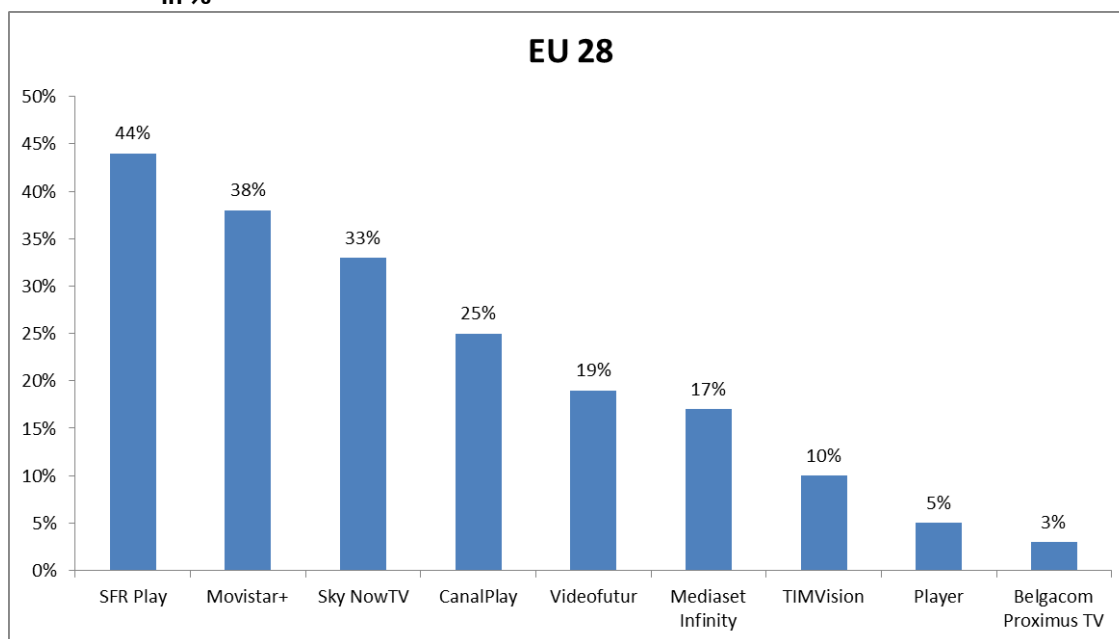


Source: European Audiovisual Observatory

### 2.3.10.2. Region of origin of TV episodes

#### 2.3.10.2.1. Share of EU 28 TV episodes

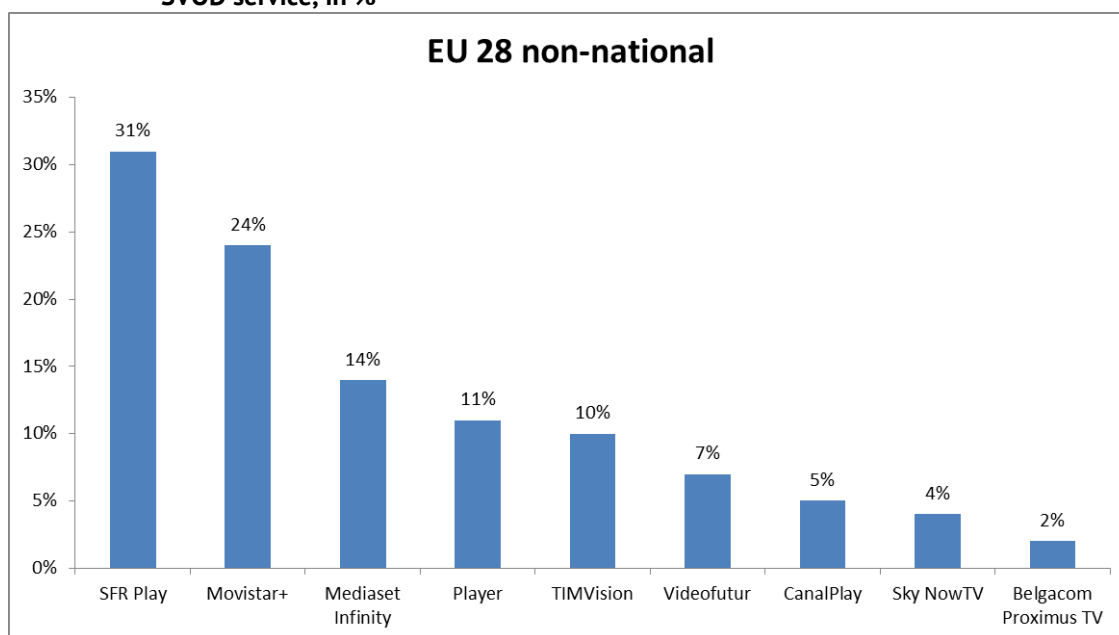
**Figure 89. All national SVOD services – Share of EU 28 TV episodes per national SVOD service, in %**



Source: European Audiovisual Observatory

#### 2.3.10.2.2. Share of EU non-national TV episodes

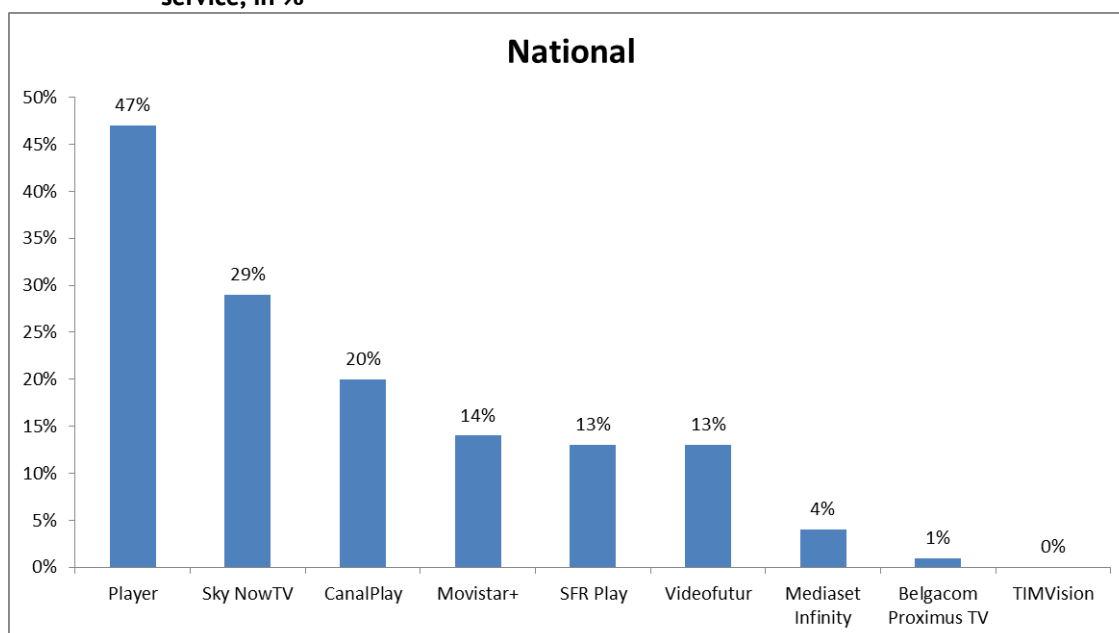
**Figure 90. All national SVOD services – Share of EU 28 non-national TV episodes per national SVOD service, in %**



Source: European Audiovisual Observatory

2.3.10.2.3. Share of national TV episodes

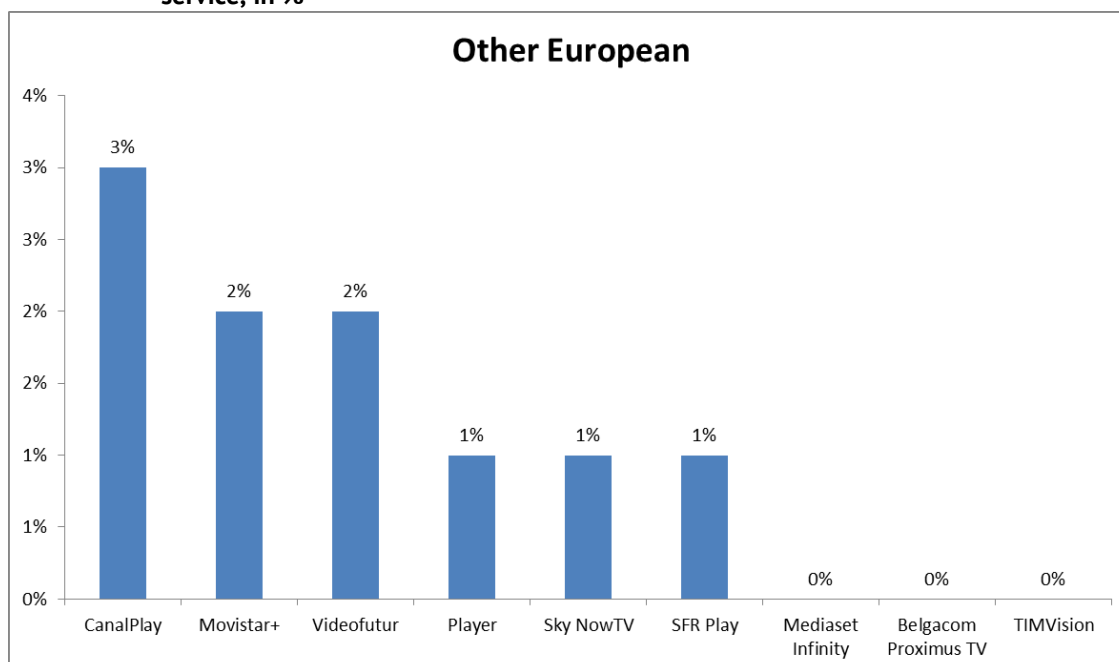
**Figure 91. All national SVOD services – Share of national TV episodes per national SVOD service, in %**



Source: European Audiovisual Observatory

2.3.10.2.4. Share of other European TV episodes

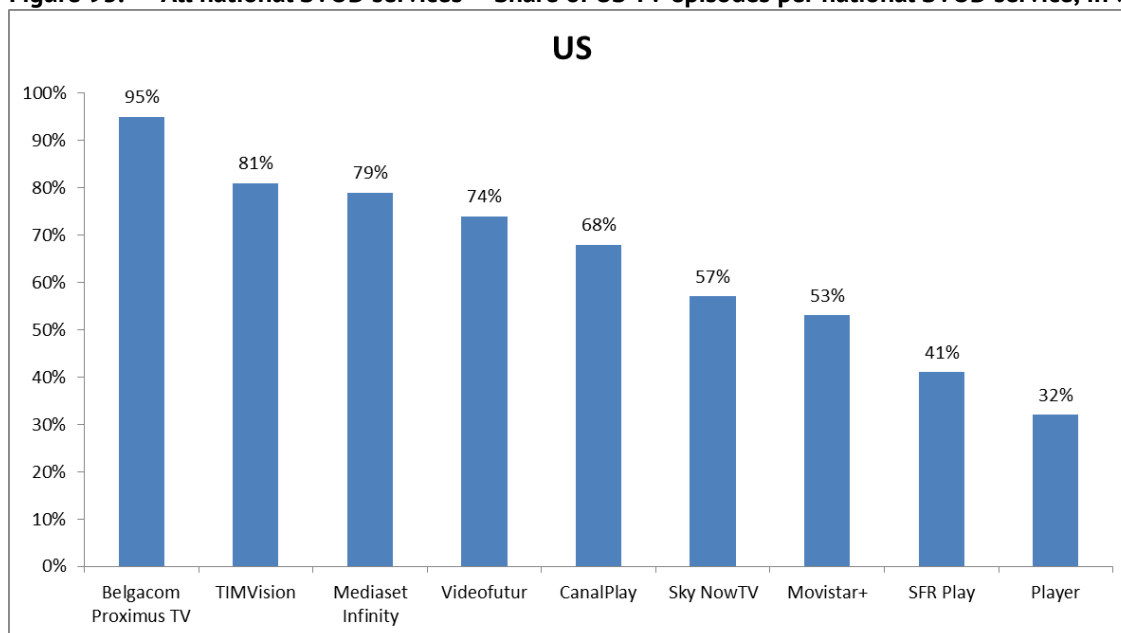
**Figure 92. All national SVOD services – Share of other European TV episodes per national SVOD service, in %**



Source: European Audiovisual Observatory

2.3.10.2.5. Share of US TV episodes

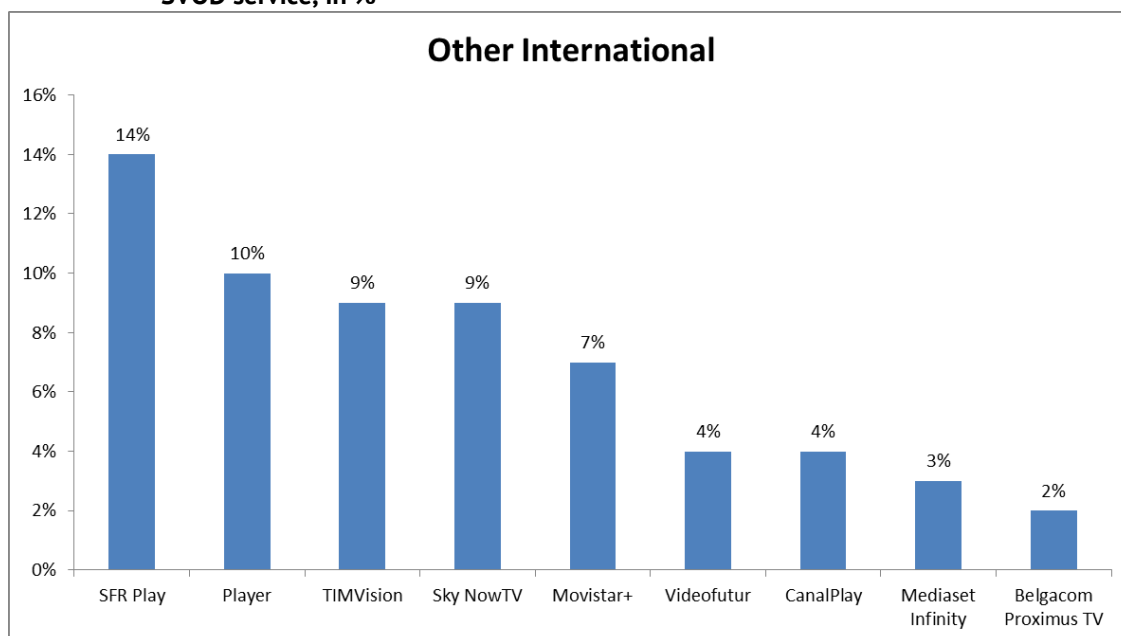
**Figure 93. All national SVOD services – Share of US TV episodes per national SVOD service, in %**



Source: European Audiovisual Observatory

2.3.10.2.6. Share of other international TV episodes

**Figure 94. All national SVOD services – Share of other international TV episodes per national SVOD service, in %**



Source: European Audiovisual Observatory



## 3. Origin of TV series in Transactional VOD catalogues – 43 catalogues

### 3.1. Overview of all TVOD services

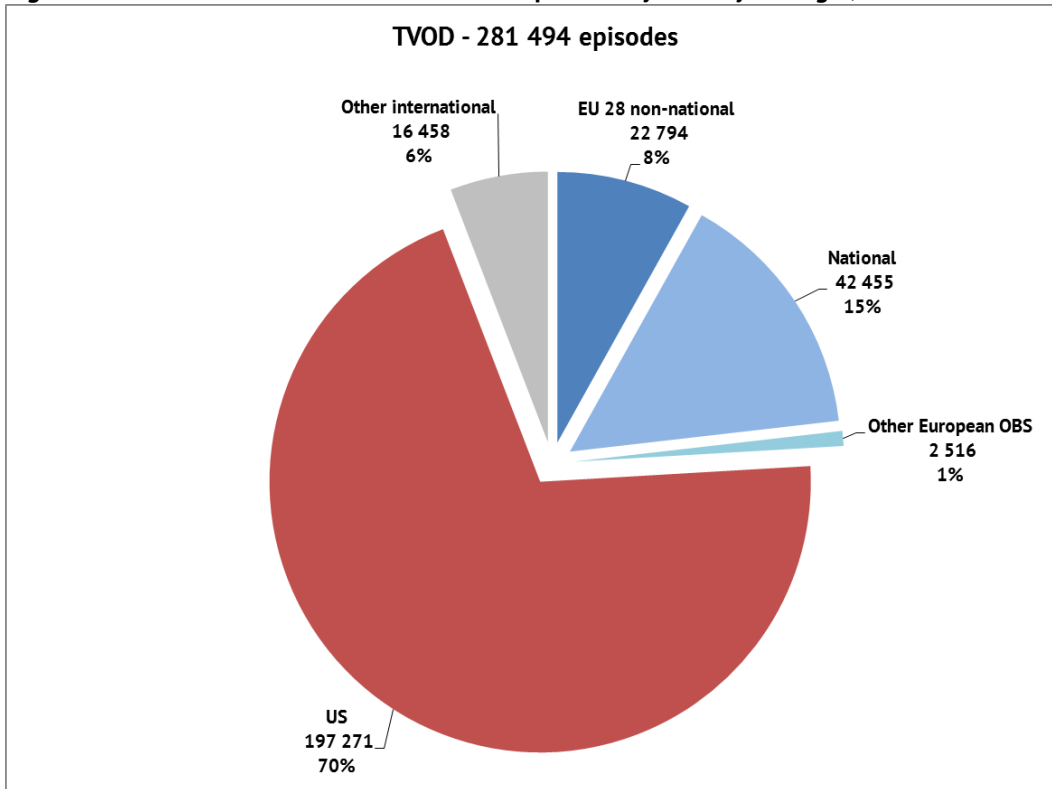
#### 3.1.1.1. All TVOD services – Cumulated count

Table 66. TVOD – Country of origin of cumulated TV episodes, in units and %

TVOD				
Total episodes				
292 883				
Number of TV series titles	9 287			
Identified	8 045	87%		
Breakdown by Region of Origin of episodes identified				
281 494				
96%				
European OBS			International	
67 765			24%	
213 729			76%	
EU 28		Other European OBS	US	Other International
65 249	23%	2 516	1%	197 271
70%		6%		16 458
EU 28 non-national		National		
22 794	8%	42 455		
		15%		

Source: European Audiovisual Observatory

Figure 95. TVOD – Share of cumulated TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

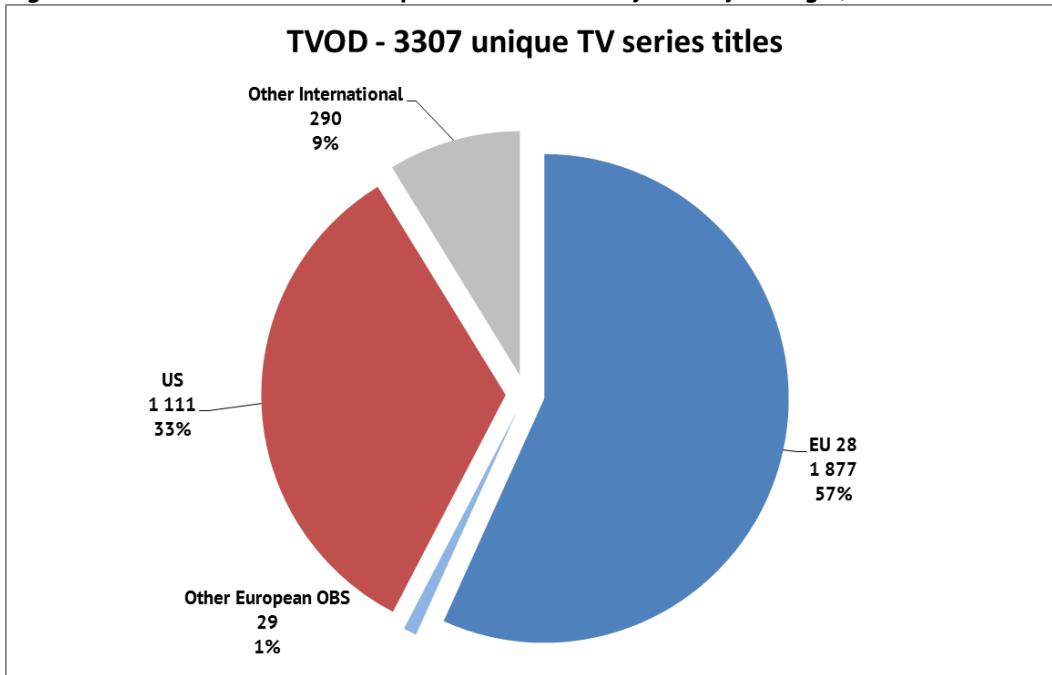
### 3.1.1.2. All TVOD services – Single title count

Table 67. TVOD – Country of origin of unique TV series titles, in units and %

TVOD						
Total unique TV series titles						
4 291						
Breakdown by Region of Origin of TV series titles identified						
3 307					77%	
European OBS			International			
1 906			58%	1 401		42%
EU 28		Other European OBS	US		Other International	
1 877	57%	29	1	1 111	34%	
				290	9%	

Source: European Audiovisual Observatory

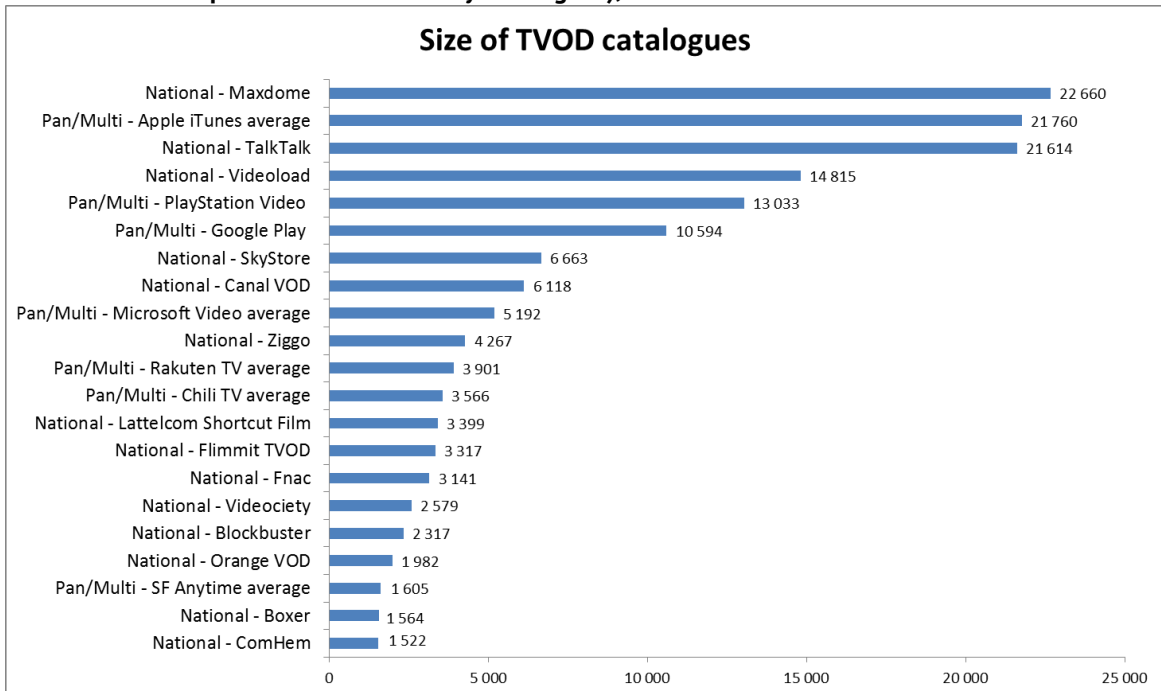
Figure 96. TVOD – Share of unique TV series titles by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.1.1.3. TVOD – Size of catalogues

Figure 97. Size of TVOD catalogues by number of episodes identified (average number for pan-European and multi-country catalogues), in units

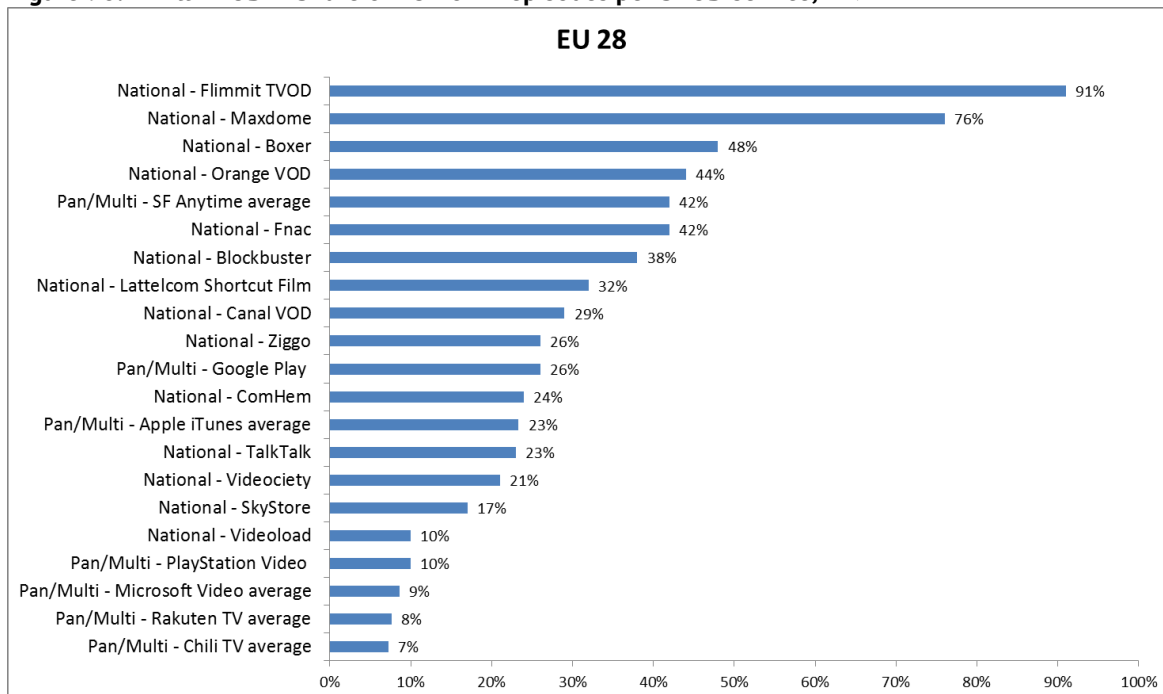


Source: European Audiovisual Observatory

### 3.1.1.4. TVOD – Share of TV series by region of origin

#### 3.1.1.4.1. Share of EU 28 TV episodes

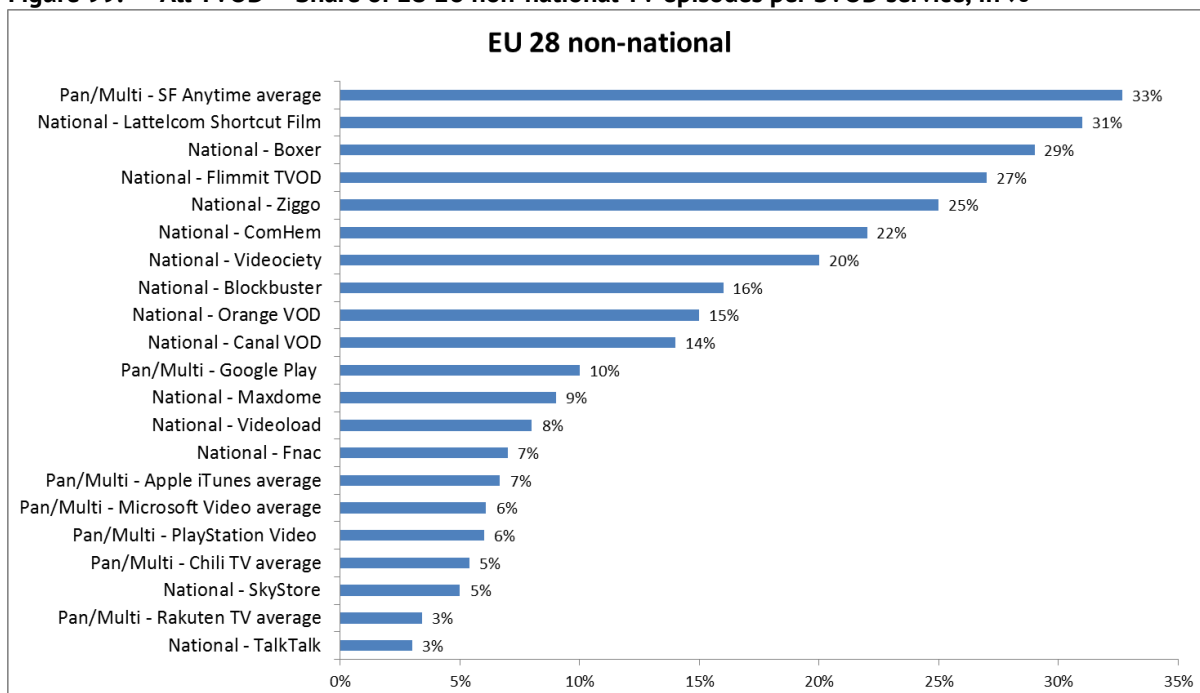
**Figure 98. All TVOD – Share of EU 28 TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

#### 3.1.1.4.2. Share of EU non-national TV episodes

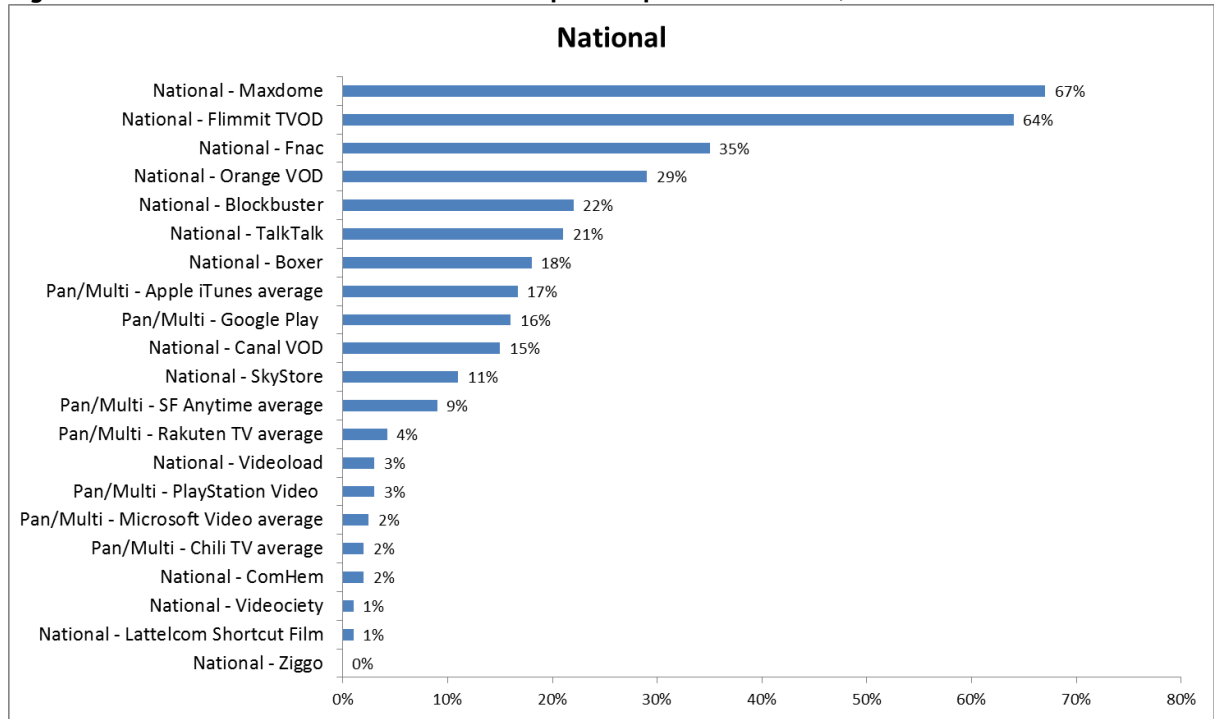
**Figure 99. All TVOD – Share of EU 28 non-national TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

3.1.1.4.3. Share of national TV episodes

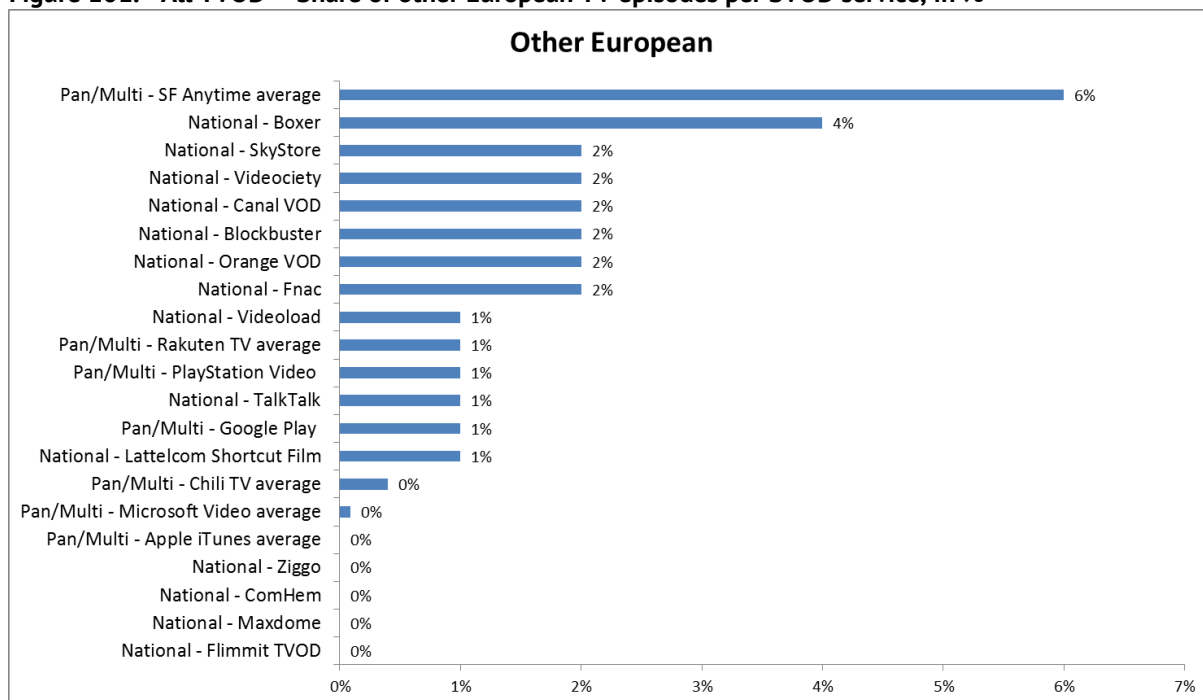
**Figure 100. All TVOD – Share of national TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

3.1.1.4.4. Share of other European TV episodes

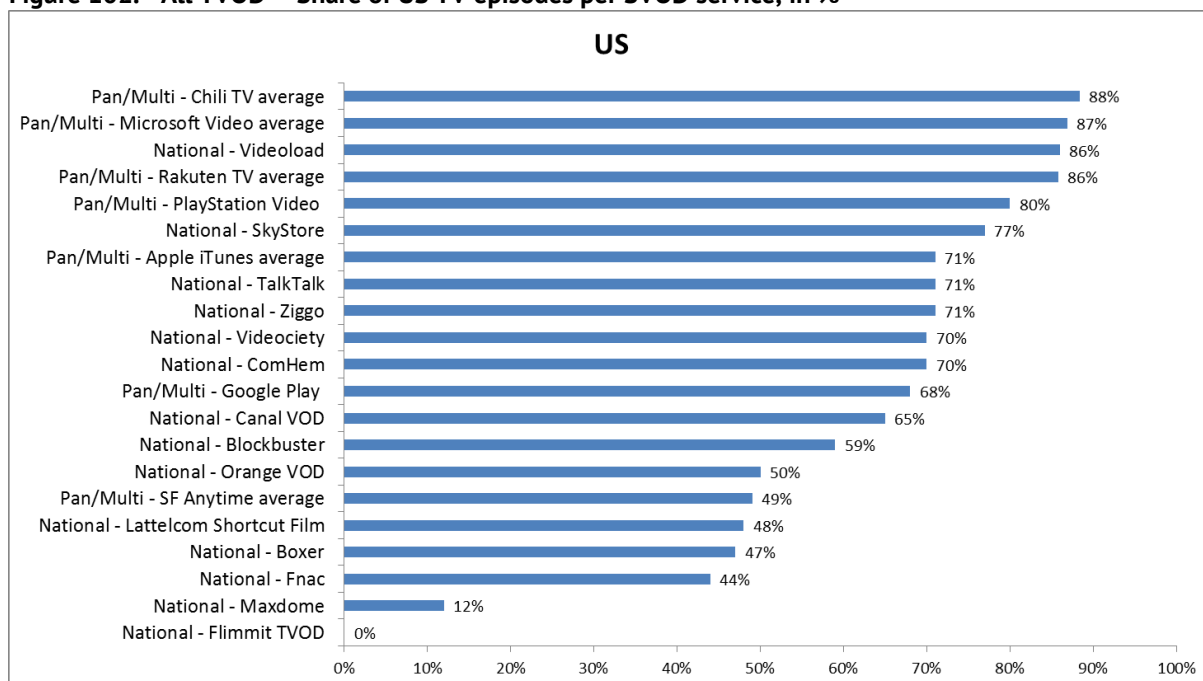
Figure 101. All TVOD – Share of other European TV episodes per SVOD service, in %



Source: European Audiovisual Observatory

3.1.1.4.5. Share of US TV episodes

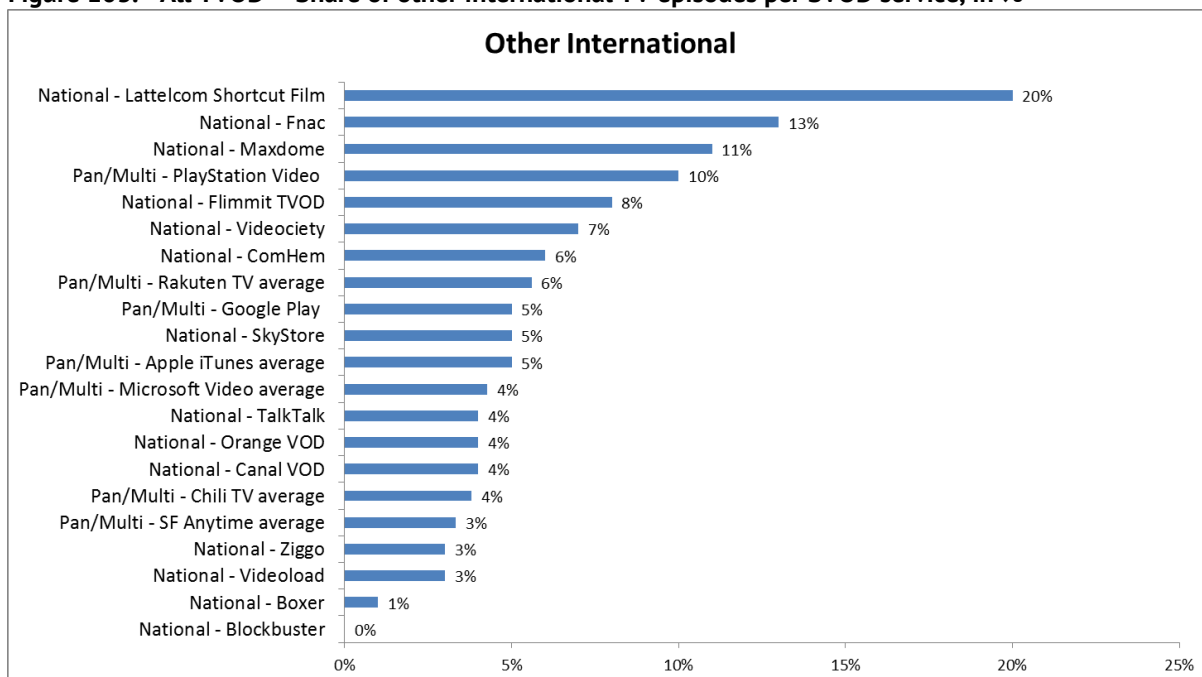
Figure 102. All TVOD – Share of US TV episodes per SVOD service, in %



Source: European Audiovisual Observatory

### 3.1.1.4.6. Share of other international TV episodes

**Figure 103. All TVOD – Share of other international TV episodes per SVOD service, in %**



Source: European Audiovisual Observatory

## 3.2. Pan-European and multi-country TVOD services (29 catalogues)

### 3.2.1. Apple iTunes (3 catalogues)

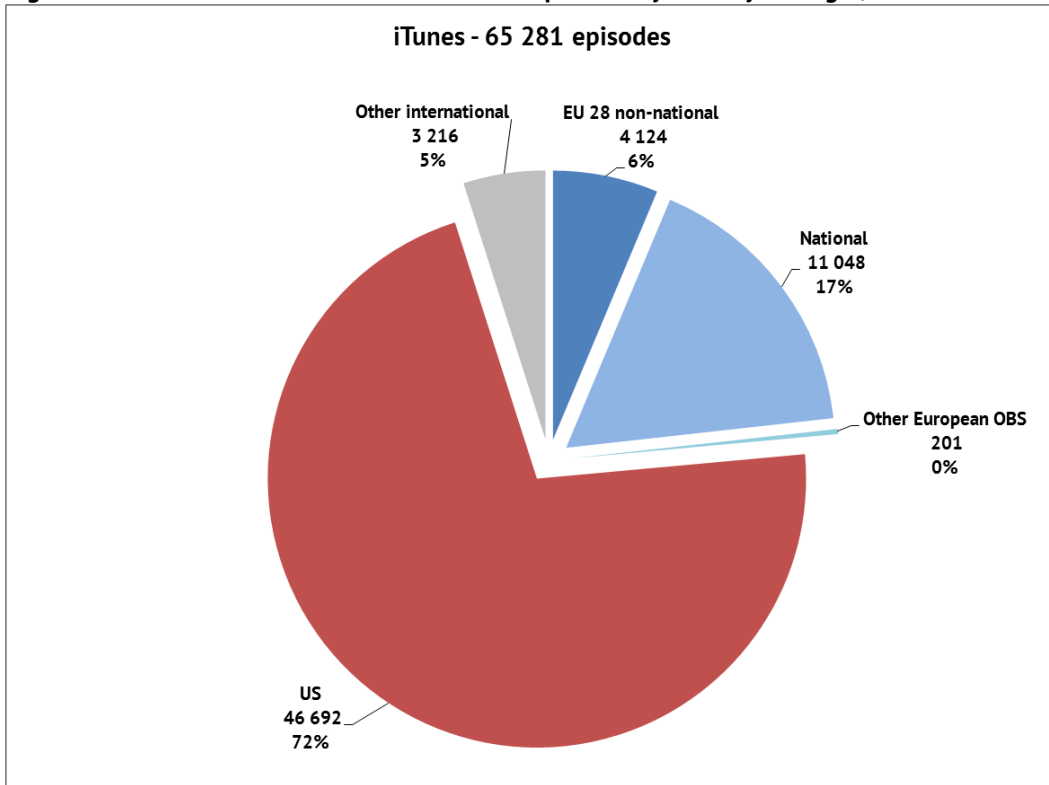
#### 3.2.1.1. Apple iTunes cumulated count

**Table 68. iTunes – Country of origin of cumulated TV episodes, in units and %**

iTunes					
Total episodes					
71 565					
Number of TV series titles	2 236				
Identified	1 548	69%			
Breakdown by Region of Origin of episodes identified					
65 281					
91%					
European OBS			International		
15 373			24%	49 908	
EU 28		Other European OBS	US		Other International
15 172	23%	201	0%	46 692	72%
EU 28 non-national		National		3 216	5%
4 124	6%	11 048	17%		

Source: European Audiovisual Observatory

Figure 104. iTunes – Share of cumulated TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.1.2. Apple iTunes single title count

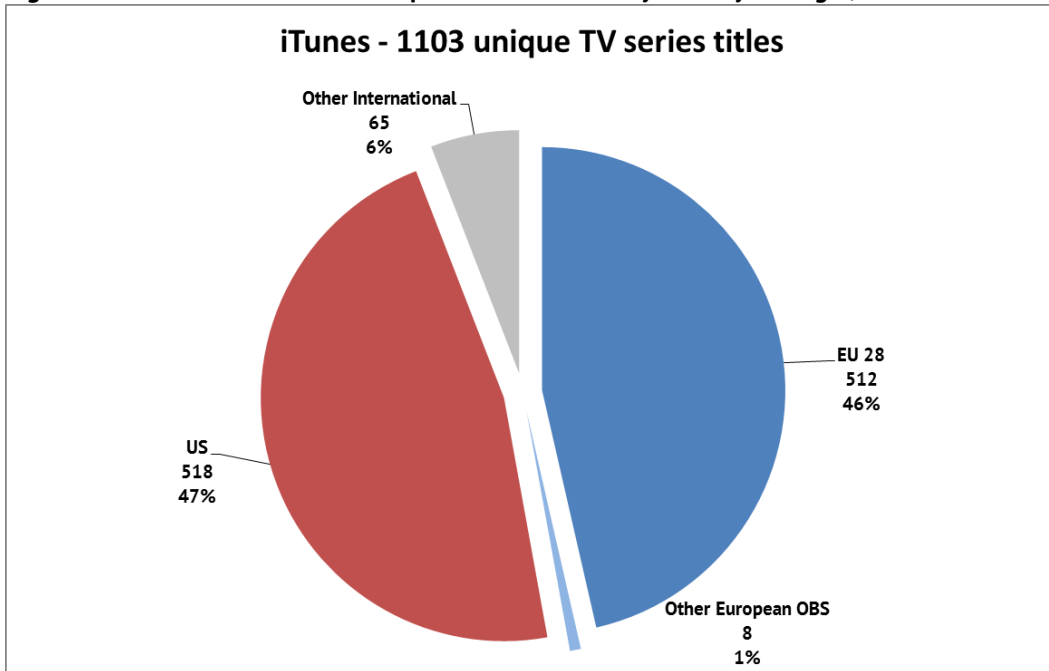
Table 69. iTunes – Country of origin of unique TV series titles, in units and %

iTunes					
Total unique TV series titles					
1 661					
Breakdown by Region of Origin of TV series titles identified					
1 103					66%
European OBS			International		
520			47%	583	
EU 28		Other European OBS	US		Other International
512	46%	8	1%	518	47%
				65	6%

Source: European Audiovisual Observatory



Figure 105. iTunes – Share of unique TV series titles by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.1.3. Apple iTunes in Germany

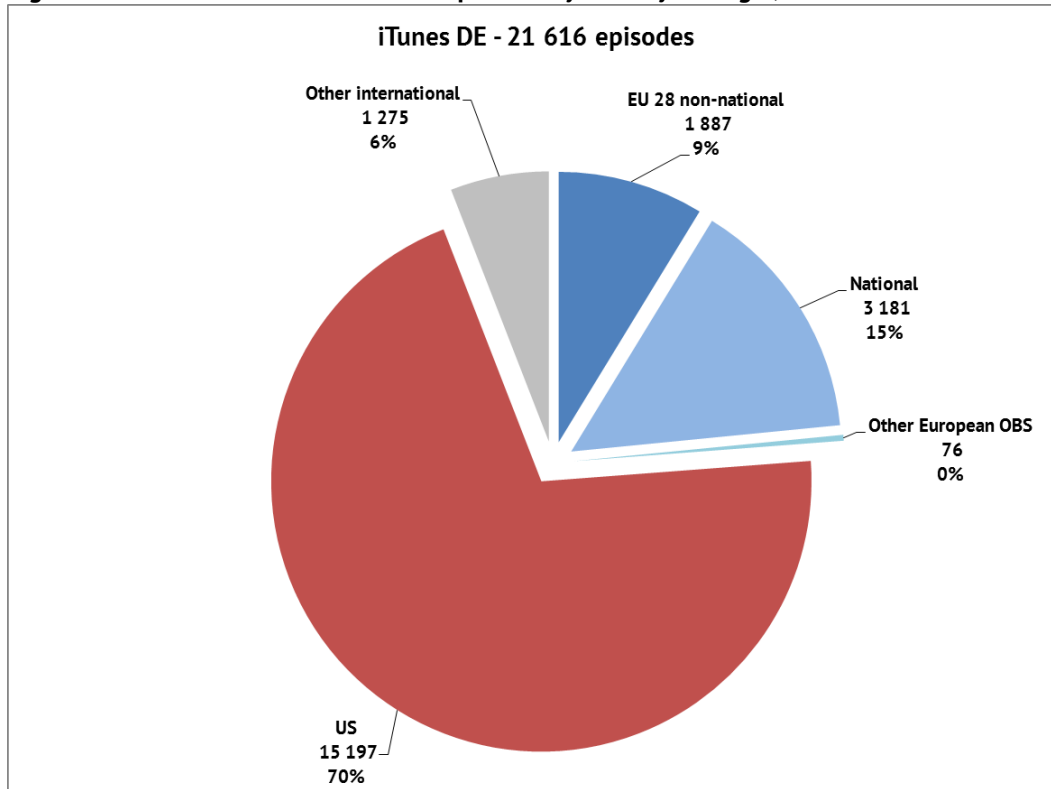
Table 70. iTunes DE – Country of origin of TV episodes, in units and %

iTunes DE			
Total episodes			
23 476			
Number of TV series titles	700		
Identified	461	66%	
Breakdown by Region of Origin of episodes identified			
21 616			
92%			
European OBS		International	
5 144		16 472	
24%		76%	
EU 28	Other European OBS	US	Other International
5 068	76	15 197	1 275
23%	0%	70%	6%
EU 28 non-national	National		
1 887	3 181		
9%	15%		

Source: European Audiovisual Observatory



Figure 106. iTunes DE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

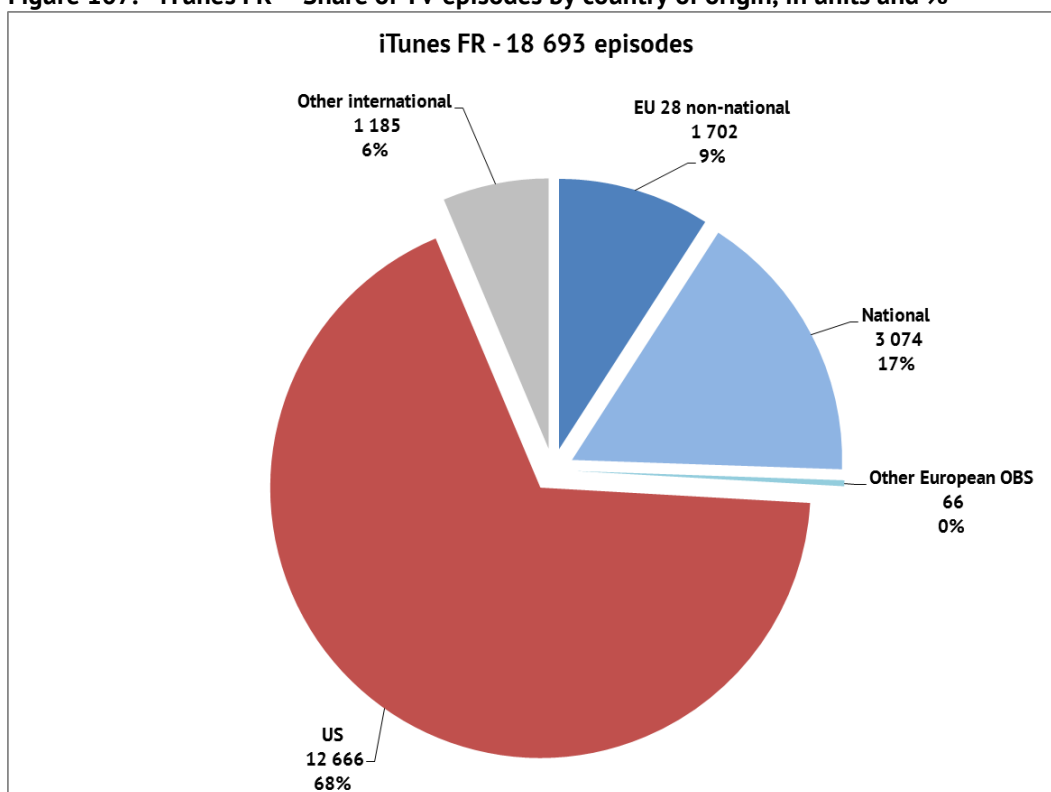
### 3.2.1.4. Apple iTunes in France

Table 71. iTunes FR – Country of origin of TV episodes, in units and %

iTunes FR					
Total episodes					
21 549					
Number of TV series titles	751				
Identified	480	64%			
Breakdown by Region of Origin of episodes identified					
18 693					87%
European OBS			International		
4 842			26%	13 851	
EU 28		Other European OBS			
4 776	26%	66	0%	US	Other International
				12 666	68%
				1 185	6%
EU 28 non-national		National			
1 702	9%	3 074	16%		

Source: European Audiovisual Observatory

Figure 107. iTunes FR – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

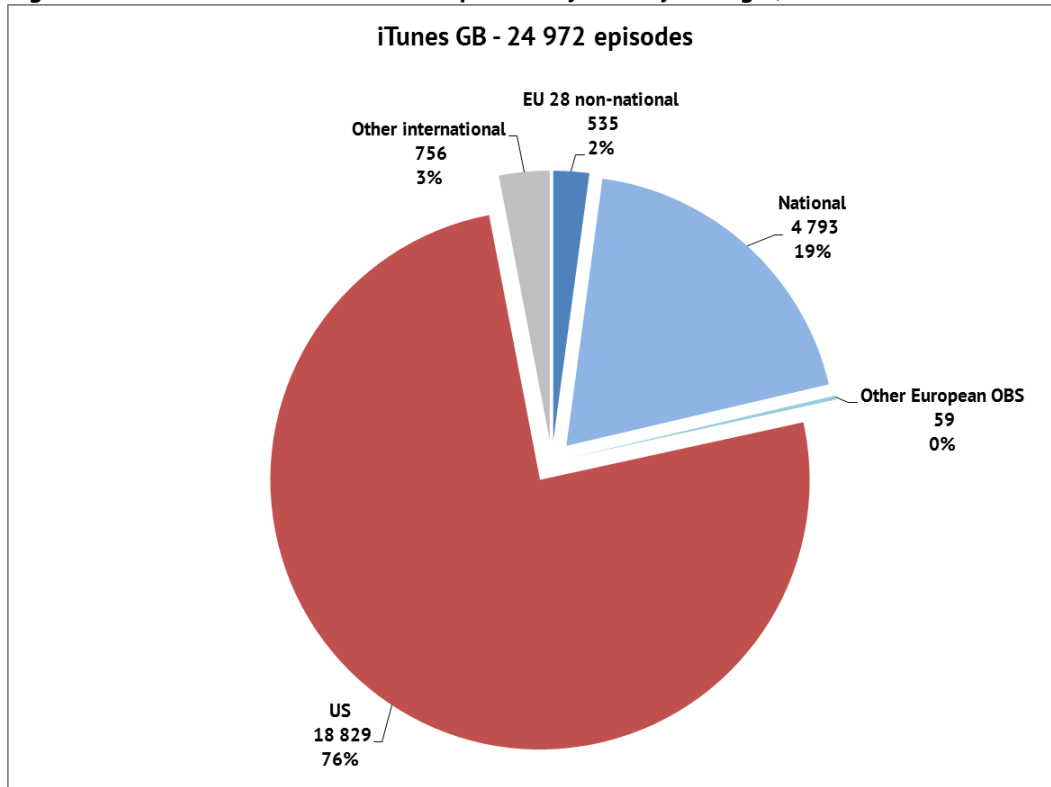
### 3.2.1.5. Apple iTunes in the United Kingdom

Table 72. iTunes GB – Country of origin of TV episodes, in units and %

iTunes GB					
Total episodes					
26 540					
Number of TV series titles	787				
Identified	607	77%			
Breakdown by Region of Origin of episodes identified					
24 972					94%
European OBS			International		
5 387			22%	19 585	
EU 28		Other European OBS	US		Other International
5 328	21%	59	0%	18 829	75%
				756	3%
EU 28 non-national		National			
535	2%	4 793	19%		

Source: European Audiovisual Observatory

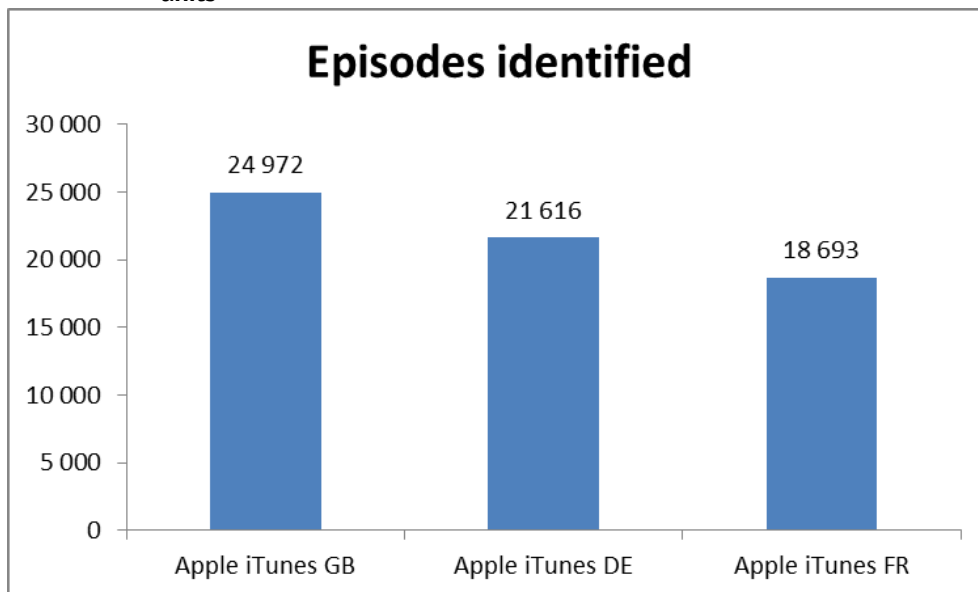
**Figure 108. iTunes UK – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

### 3.2.1.6. Size of catalogues

**Figure 109. Size of Apple iTunes TVOD country catalogues by number of episodes identified, in units**



Source: European Audiovisual Observatory

### 3.2.2. Chili TV (5 catalogues)

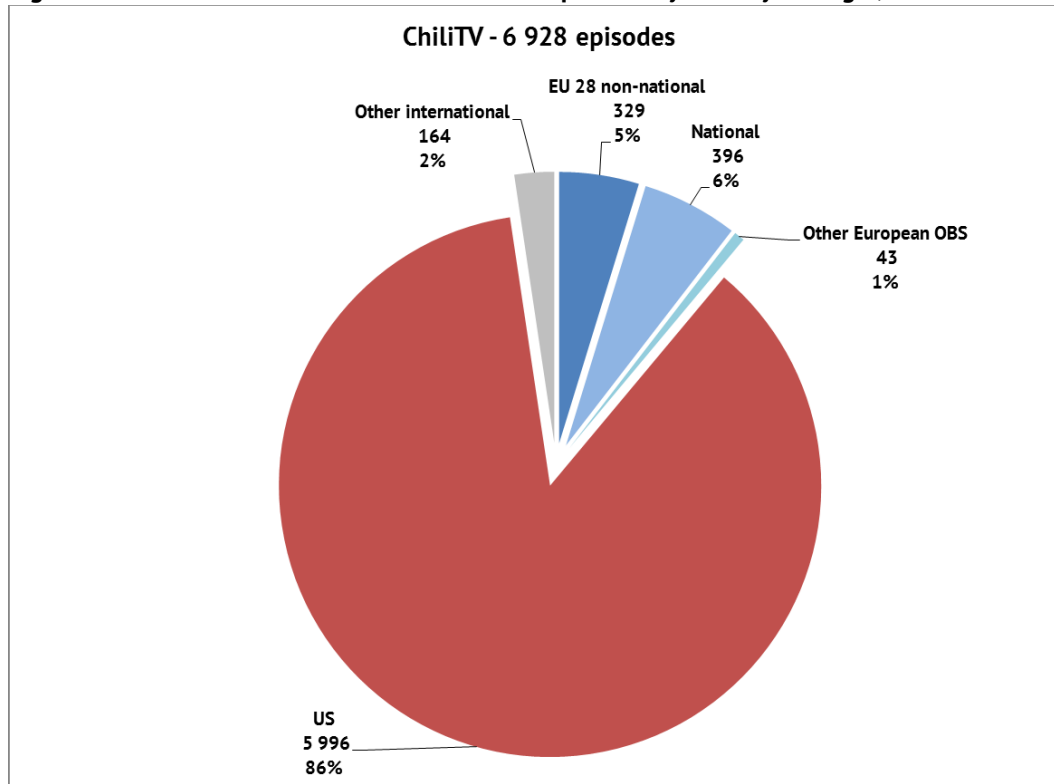
#### 3.2.2.1. Chili TV cumulated count

**Table 73. Chili TV – Country of origin of cumulated TV episodes, in units and %**

ChiliTV			
Total episodes			
7 040			
Number of TV series titles	194		
Identified	188	97%	
Breakdown by Region of Origin of episodes identified			
6 928			
98%			
European OBS		International	
768		11%	
6 160		89%	
EU 28	Other European OBS	US	Other International
725	43	5 996	164
10%	1%	87%	2%
EU 28 non-national	National		
329	396		
5%	6%		

Source: European Audiovisual Observatory

**Figure 110. Chili TV – Share of cumulated TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



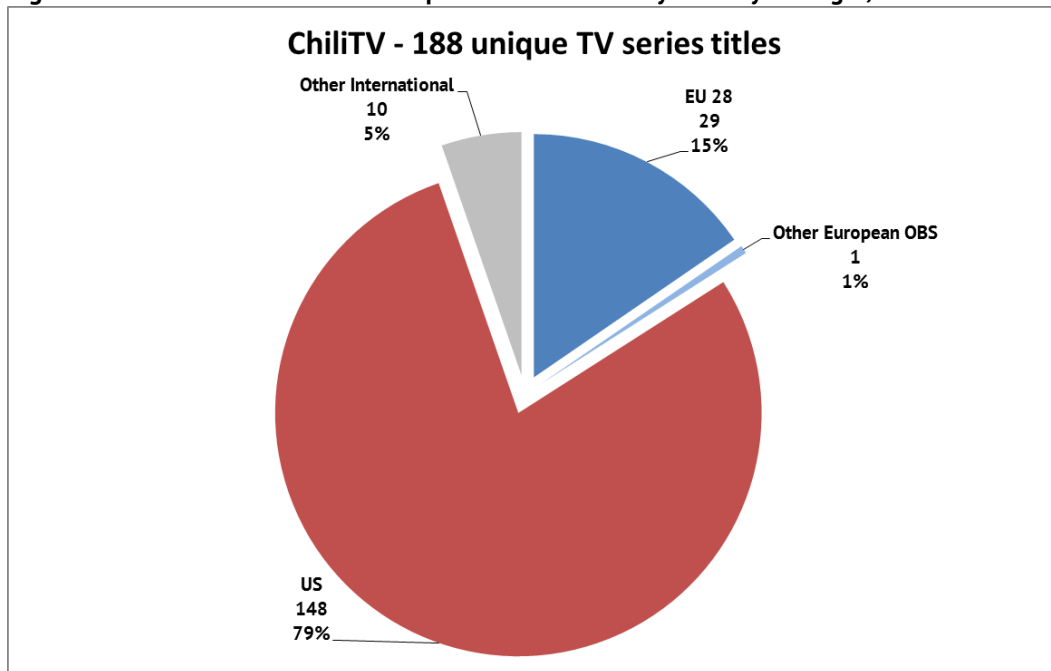
3.2.2.2. Chili TV single title count

**Table 74. Chili TV – Country of origin of unique TV series titles, in units and %**

ChiliTV					
Total unique TV series titles					
193					
Breakdown by Region of Origin of TV series titles identified					
188					97%
European OBS			International		
30			16%	158	
EU 28		Other European OBS	US		Other International
29	15%	1	1%	148	79%
				10	5%

Source: European Audiovisual Observatory

**Figure 111. Chili TV – Share of unique TV series titles by country of origin, in units and %**



Source: European Audiovisual Observatory

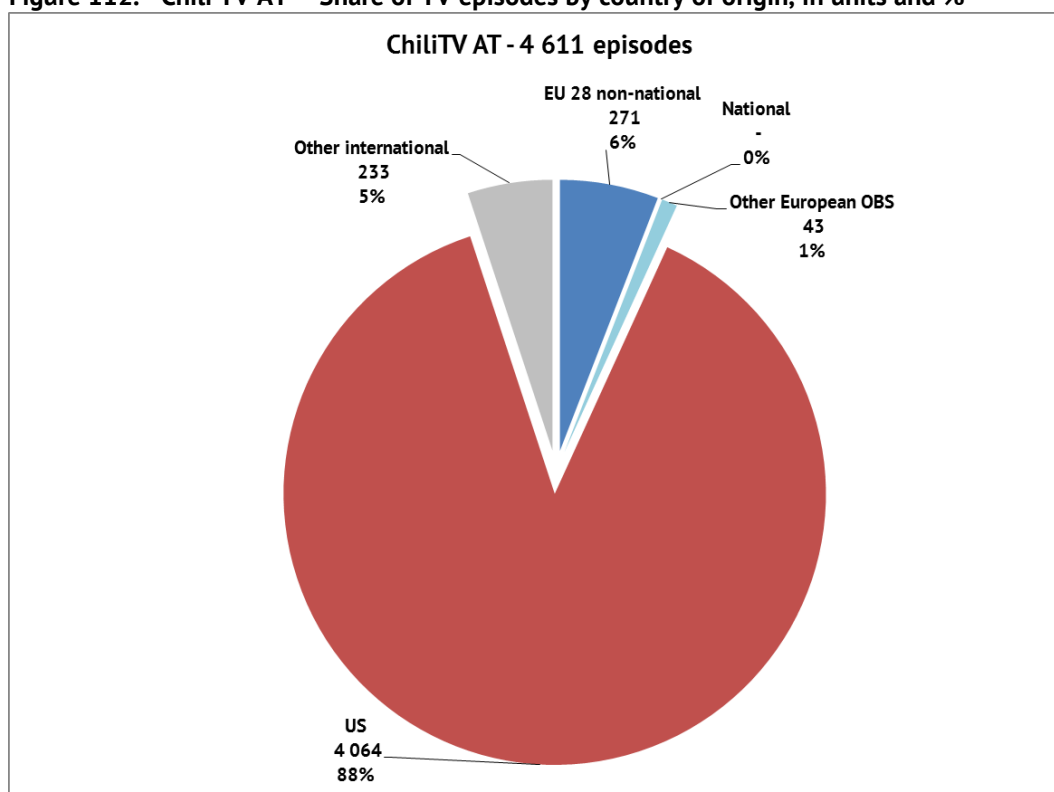
### 3.2.2.3. Chili TV in Austria

**Table 75. Chili TV AT – Country of origin of TV episodes, in units and %**

ChiliTV AT			
Total episodes			
4 631			
Number of TV series titles	111		
Identified	108	97%	
Breakdown by Region of Origin of episodes identified			
4 611			
European OBS		International	
314		7%	4 297
			93%
EU 28	Other European OBS	US	Other International
271	43	4 064	233
6%	1%	88%	5%
EU 28 non-national		National	
271	0		
6%	0%		

Source: European Audiovisual Observatory

**Figure 112. Chili TV AT – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

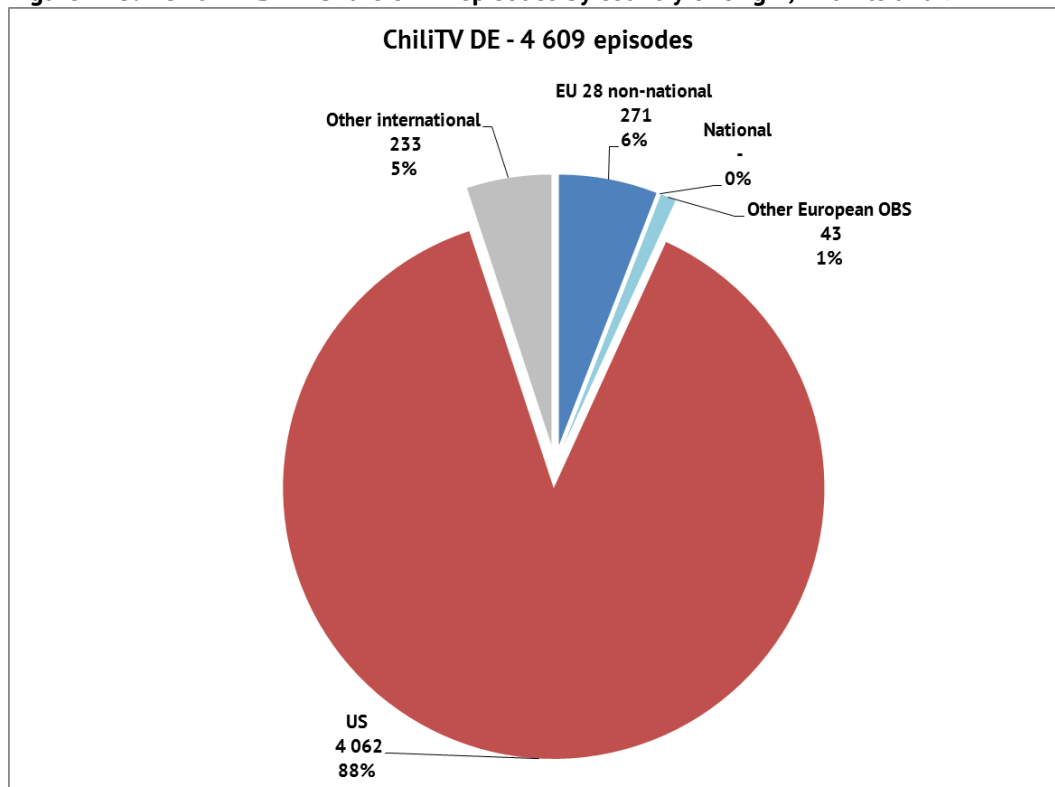
3.2.2.4. Chili TV in Germany

Table 76. Chili TV DE – Country of origin of TV episodes, in units and %

ChiliTV DE			
Total episodes			
4 629			
Number of TV series titles	111		
Identified	108	97%	
Breakdown by Region of Origin of episodes identified			
4 609			
100%			
European OBS		International	
314		7%	
4 295		93%	
EU 28	Other European OBS	US	Other International
271	43	4 062	233
6%	1%	88%	5%
EU 28 non-national	National		
271	0		
6%	0%		

Source: European Audiovisual Observatory

Figure 113. Chili TV DE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory



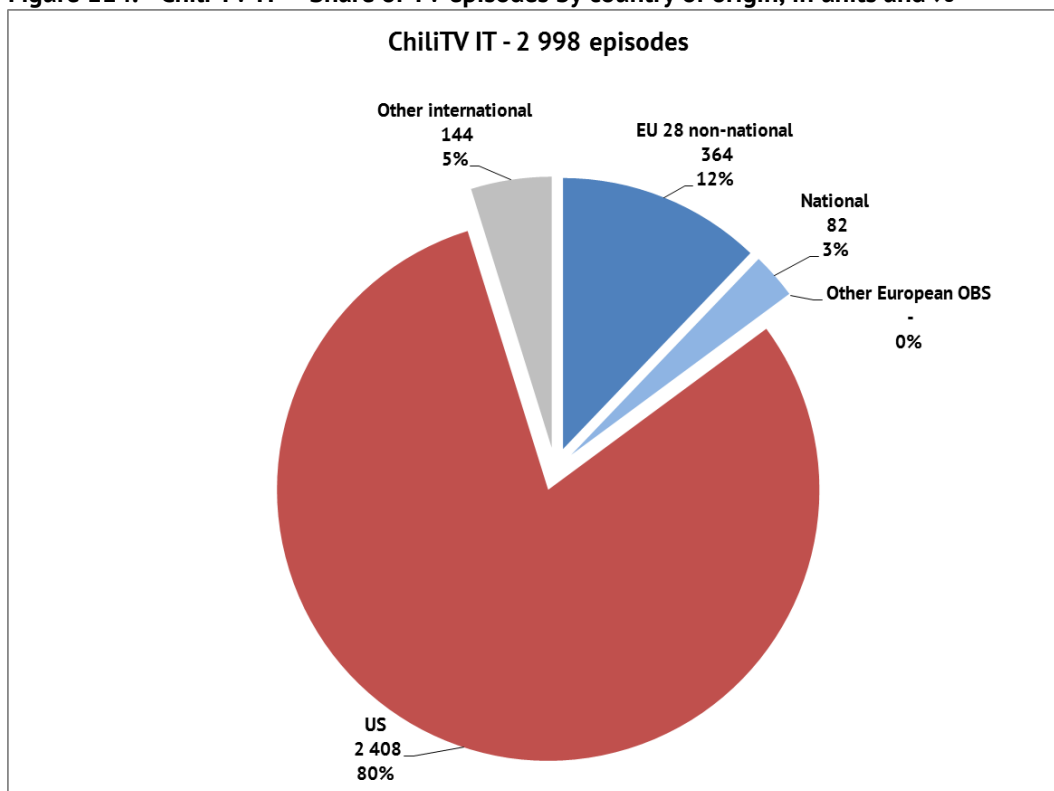
### 3.2.2.5. Chili TV in Italy

**Table 77. Chili TV IT – Country of origin of TV episodes, in units and %**

ChiliTV IT					
Total episodes					
3 111					
Number of TV series titles	101				
Identified	95	94%			
Breakdown by Region of Origin of episodes identified					
2 998					
96%					
European OBS			International		
446			15%	2 552	
EU 28		Other European OBS	US		Other International
446	15%	0	0%	2 408	80%
				144	5%
EU 28 non-national		National			
364	12%	82	3%		

Source: European Audiovisual Observatory

**Figure 114. Chili TV IT – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

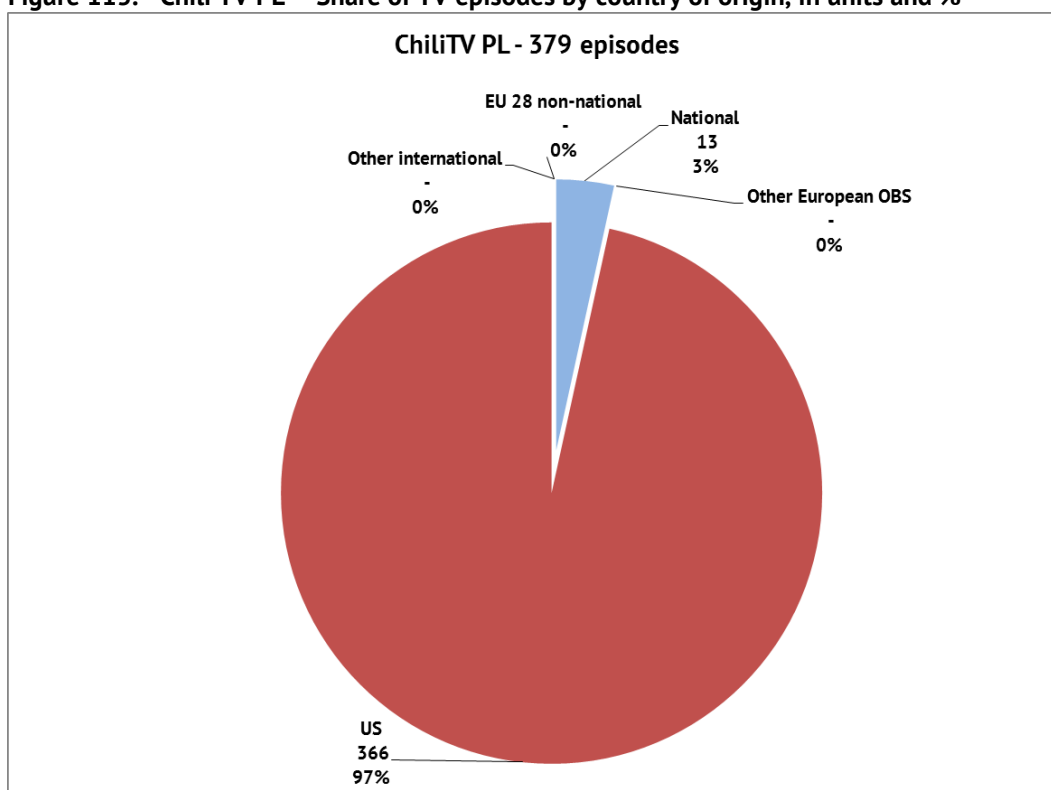
### 3.2.2.6. Chili TV in Poland

**Table 78. Chili TV PL – Country of origin of TV episodes, in units and %**

ChiliTV PL					
Total episodes					
379					
Number of TV series titles	15				
Identified	14		93%		
Breakdown by Region of Origin of episodes identified					
379					
100%					
European OBS			International		
13			366		
3%			97%		
EU 28		Other European OBS		US	
Other International					
13	3%	0	0%	366	97%
				0	0%
EU 28 non-national		National			
0	0%	13	3%		

Source: European Audiovisual Observatory

**Figure 115. Chili TV PL – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

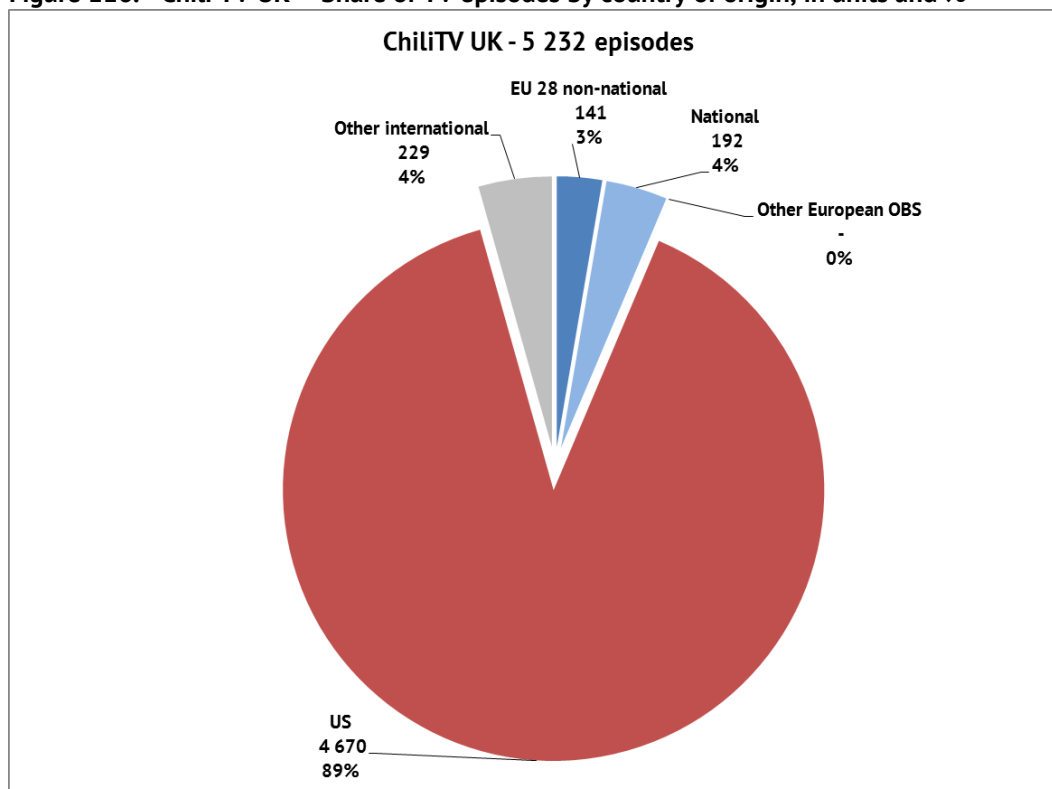
### 3.2.2.7. Chili TV in the United Kingdom

**Table 79. Chili TV UK – Country of origin of TV episodes, in units and %**

ChiliTV UK			
Total episodes			
5 252			
Number of TV series titles	128		
Identified	125	98%	
Breakdown by Region of Origin of episodes identified			
5 232			
European OBS		International	
333		6%	4 899
			94%
EU 28		US	
Other European OBS		Other International	
333	6%	0	0%
		4 670	89%
		229	4%
EU 28 non-national		National	
141	3%	192	4%

Source: European Audiovisual Observatory

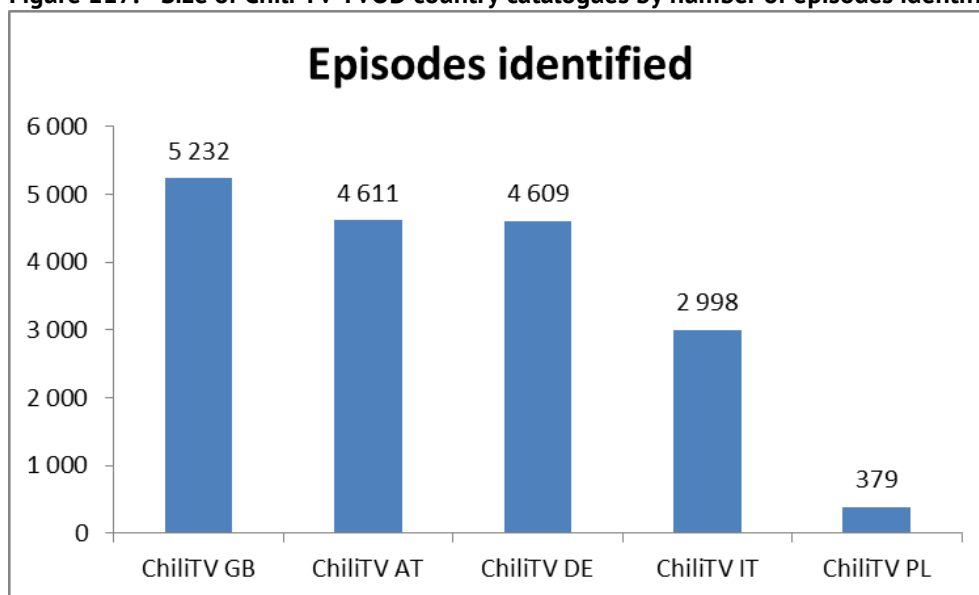
**Figure 116. Chili TV UK – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

### 3.2.2.8. Size of catalogues

Figure 117. Size of Chili TV TVOD country catalogues by number of episodes identified, in units



Source: European Audiovisual Observatory

## 3.2.3. Microsoft Video (11 catalogues)

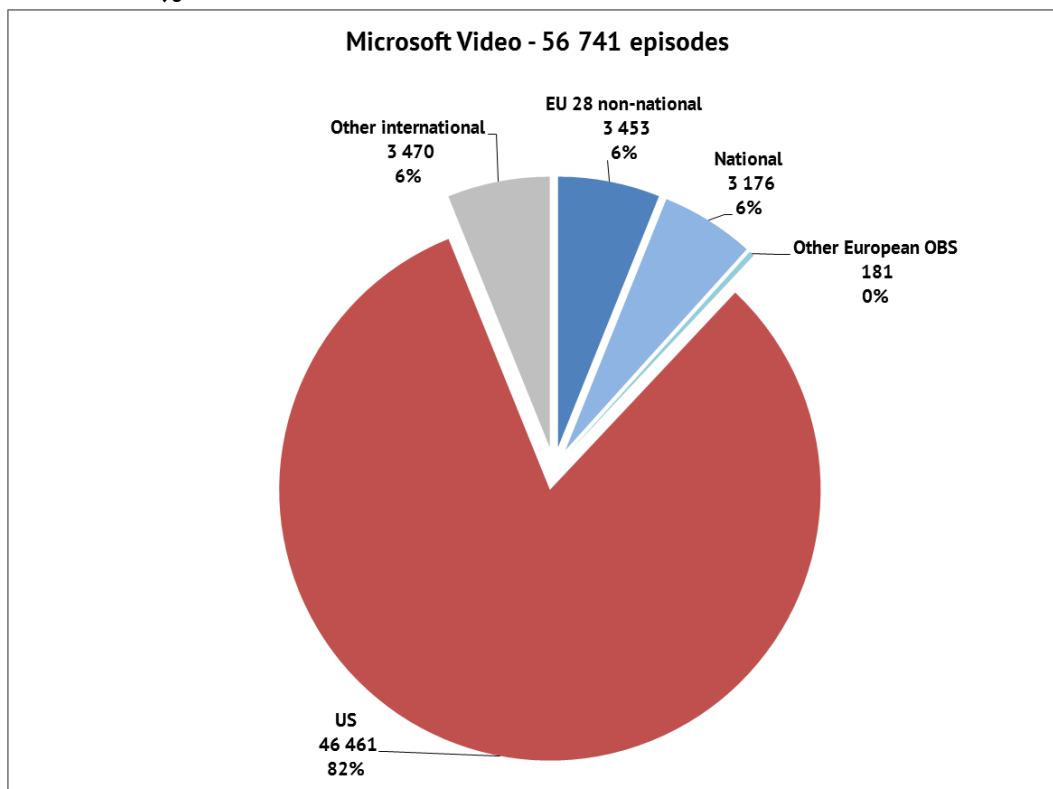
### 3.2.3.1. Microsoft Video cumulated count

Table 80. Microsoft Video – Country of origin of cumulated TV episodes, in units and %

Microsoft Video					
Total episodes					
58 892					
Number of TV series titles	1 324				
Identified	1 113		84%		
Breakdown by Region of Origin of episodes identified					
56 741					
96%					
European OBS			International		
6 810			49 931		
12%			88%		
EU 28		Other European OBS	US		Other International
6 629	12%	181	0%	46 461	82%
3 453		3 176		3 470	
6%		6%		6%	
EU 28 non-national		National			

Source: European Audiovisual Observatory

Figure 118. Microsoft Video – Share of cumulated TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

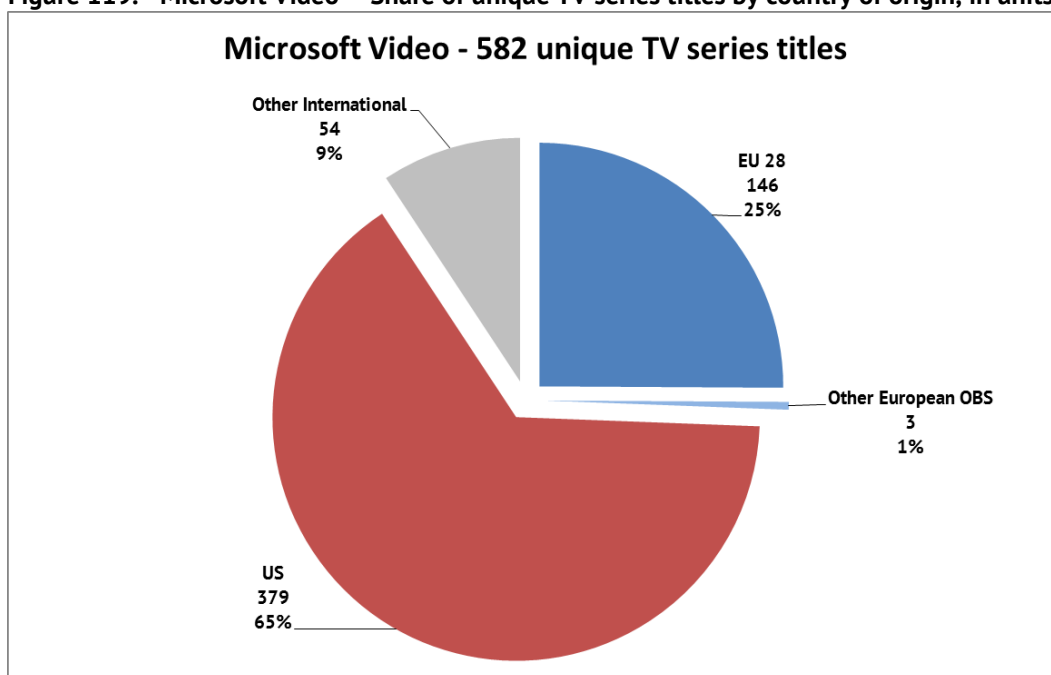
### 3.2.3.2. Microsoft Video single title count

Table 81. Microsoft Video – Country of origin of unique TV series titles, in units and %

Microsoft Video				
Total unique TV series titles				
749				
Breakdown by Region of Origin of TV series titles identified				
582				78%
European OBS			International	
149			433	
			74%	
EU 28	Other European OBS		US	Other International
146	3	25%	379	54
		1%	65%	9%

Source: European Audiovisual Observatory

Figure 119. Microsoft Video – Share of unique TV series titles by country of origin, in units and %



Source: European Audiovisual Observatory

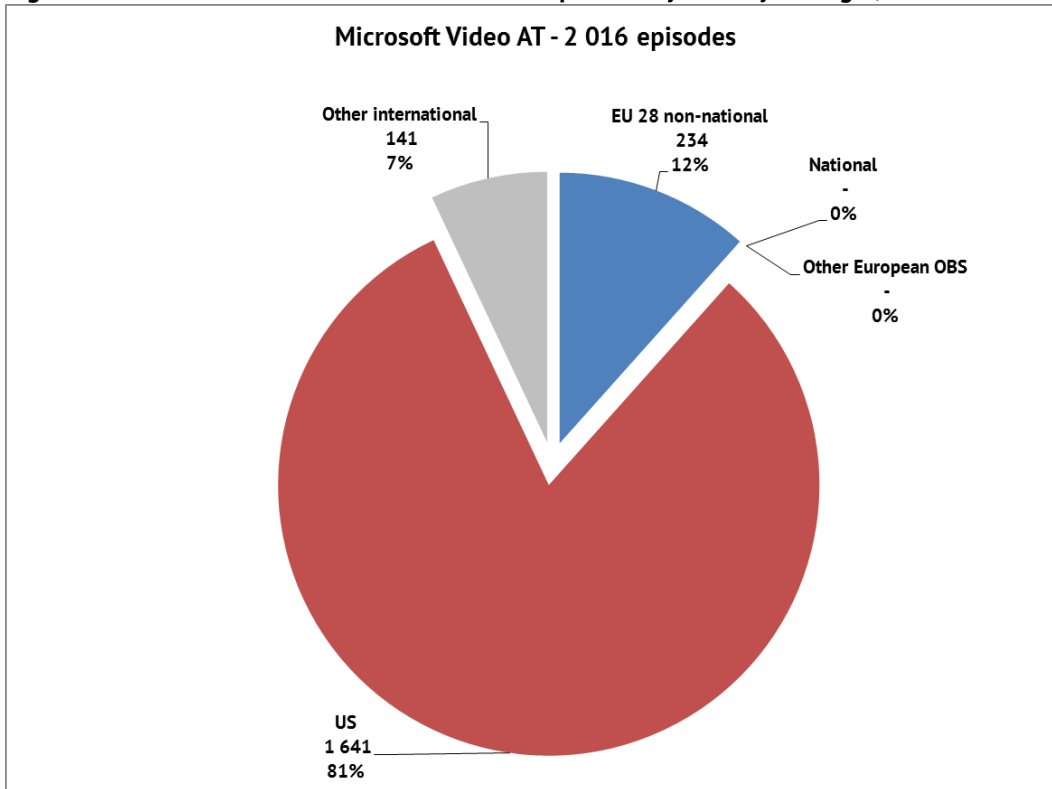
### 3.2.3.3. Microsoft Video in Austria

Table 82. Microsoft Video AT – Country of origin of TV episodes, in units and %

Microsoft Video AT				
Total episodes				
2 072				
Number of TV series titles	51			
Identified	46	90%		
Breakdown by Region of Origin of episodes identified				
2 016				
97%				
European OBS			International	
234			1 782	
12%			88%	
EU 28		Other International		
EU 28		US		
234	12%	0	0%	1 641
				81%
				141
				7%
EU 28 non-national		National		
EU 28 non-national		National		
234	12%	0	0%	

Source: European Audiovisual Observatory

Figure 120. Microsoft Video AT – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

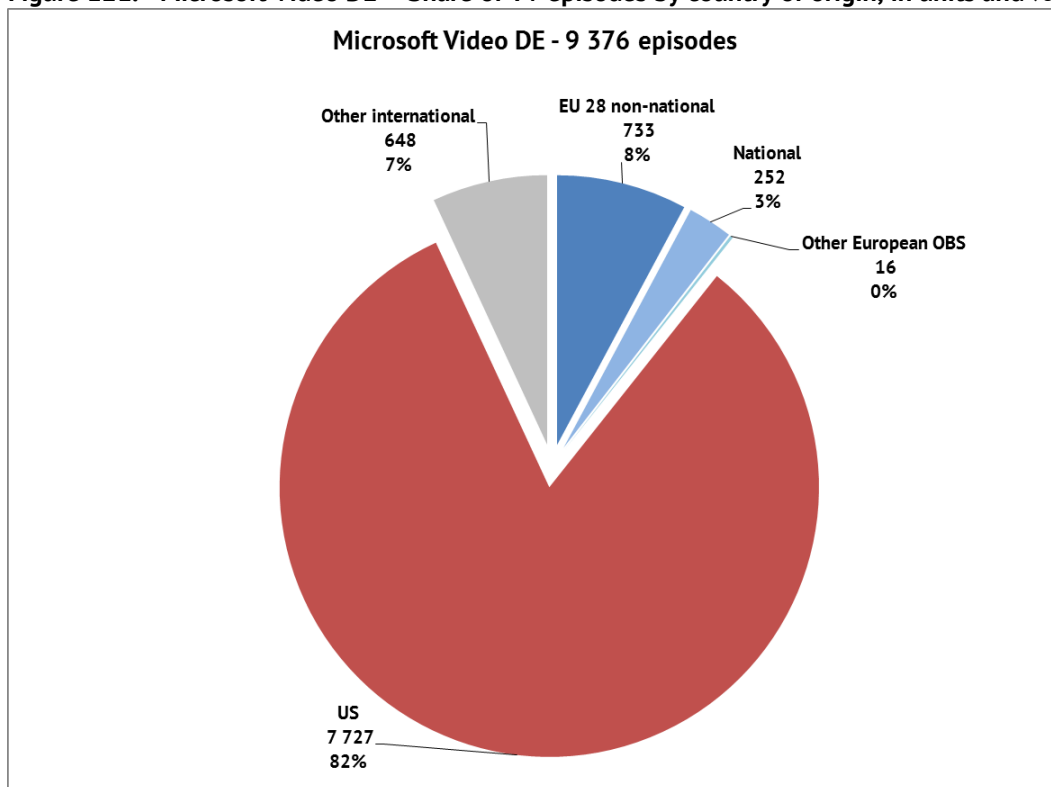
### 3.2.3.4. Microsoft Video in Germany

Table 83. Microsoft Video DE – Country of origin of TV episodes, in units and %

Microsoft Video DE					
Total episodes					
9 671					
Number of TV series titles		205			
Identified		175		85%	
Breakdown by Region of Origin of episodes identified					
9 376					
97%					
European OBS			International		
1 001			11%		
8 375			89%		
EU 28		Other European OBS		US	
Other International					
985		16		7 727	
11%		0%		82%	
				648	
				7%	
EU 28 non-national		National			
733		252			
8%		3%			

Source: European Audiovisual Observatory

Figure 121. Microsoft Video DE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.3.5. Microsoft Video in Denmark

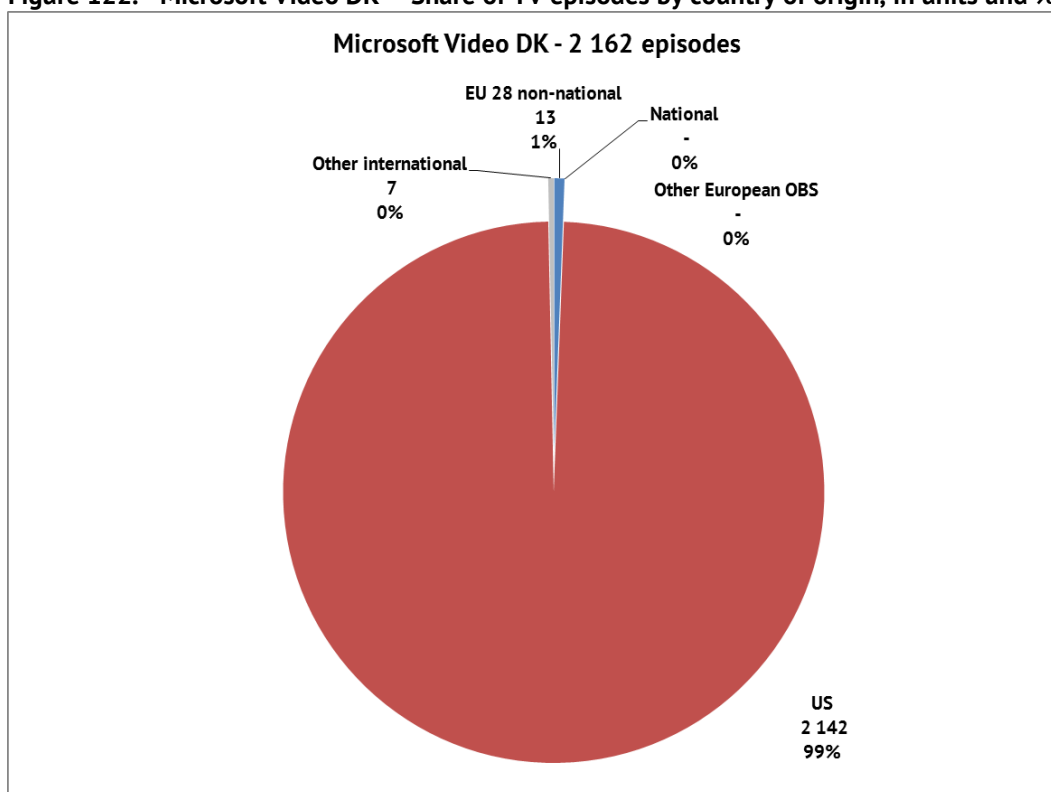
Table 84. Microsoft Video DK – Country of origin of TV episodes, in units and %

Microsoft Video DK					
Total episodes					
2 185					
Number of TV series titles	35				
Identified	33	94%			
Breakdown by Region of Origin of episodes identified					
2 162					
99%					
European OBS			International		
13			2 149		
1%			99%		
EU 28		Other European OBS	US	Other International	
13	1%	0	0%	2 142	99%
				7	0%
EU 28 non-national		National			
13	1%	0	0%		

Source: European Audiovisual Observatory



Figure 122. Microsoft Video DK – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

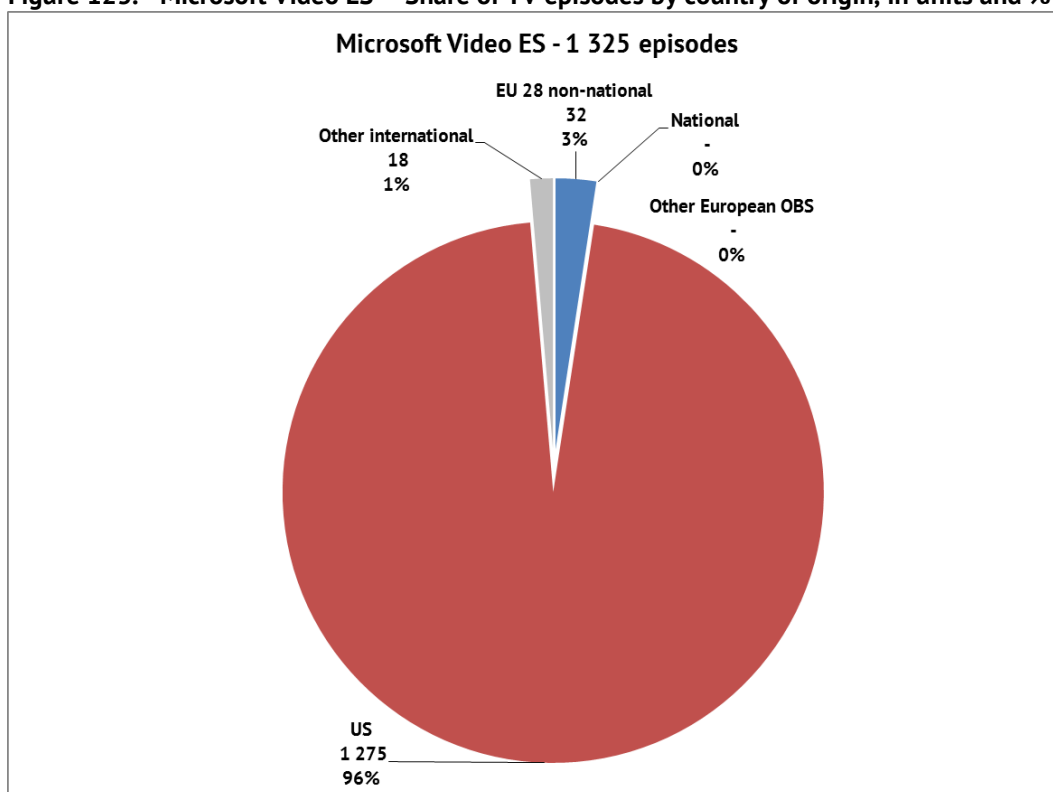
### 3.2.3.6. Microsoft Video in Spain

Table 85. Microsoft Video ES – Country of origin of TV episodes, in units and %

Microsoft Video ES					
Total episodes					
1 328					
Number of TV series titles	25				
Identified	23	92%			
Breakdown by Region of Origin of episodes identified					
1 325					
100%					
European OBS			International		
32			2%	1 293	
EU 28		Other European OBS	US		Other International
32	2%	0	0%	1 275	96%
				18	1%
EU 28 non-national		National			
32	2%	0	0%		

Source: European Audiovisual Observatory

Figure 123. Microsoft Video ES – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

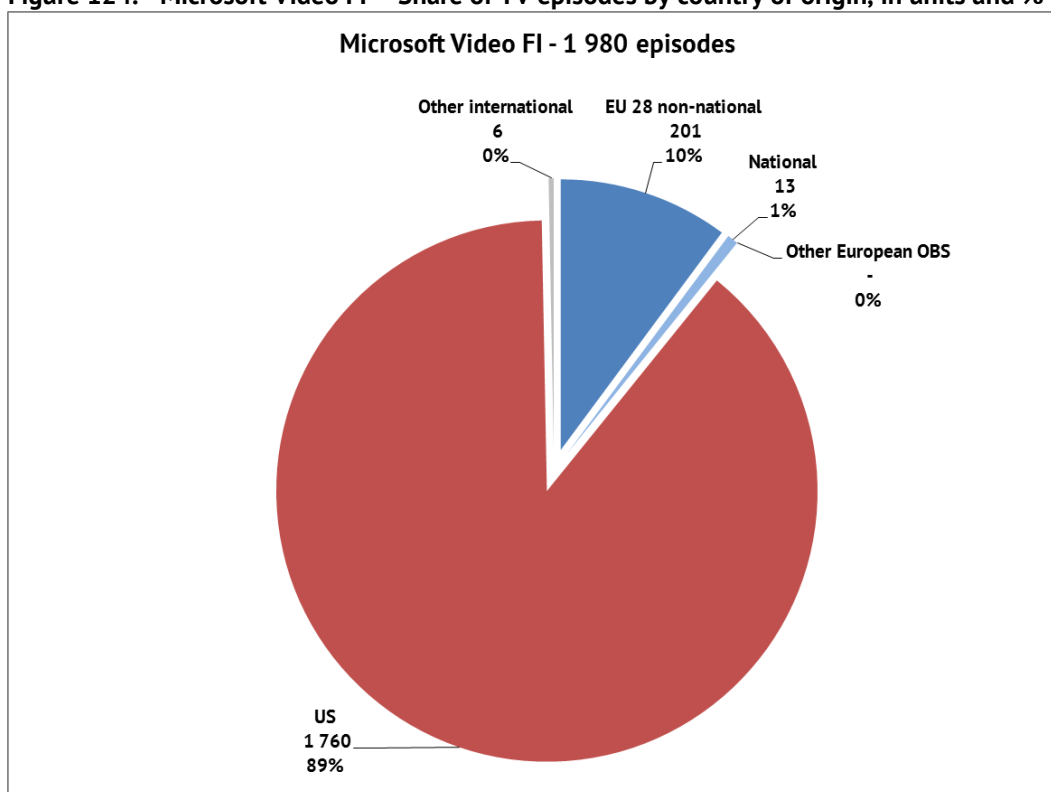
### 3.2.3.7. Microsoft Video in Finland

Table 86. Microsoft Video FI – Country of origin of TV episodes, in units and %

Microsoft Video FI					
Total episodes					
2 010					
Number of TV series titles	41				
Identified	38	93%			
Breakdown by Region of Origin of episodes identified					
1 980					99%
European OBS			International		
214			11%	1 766	
EU 28		Other European OBS	US		Other International
214	11%	0	0%	1 760	89%
				6	0%
EU 28 non-national		National			
201	10%	13	1%		

Source: European Audiovisual Observatory

Figure 124. Microsoft Video FI – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

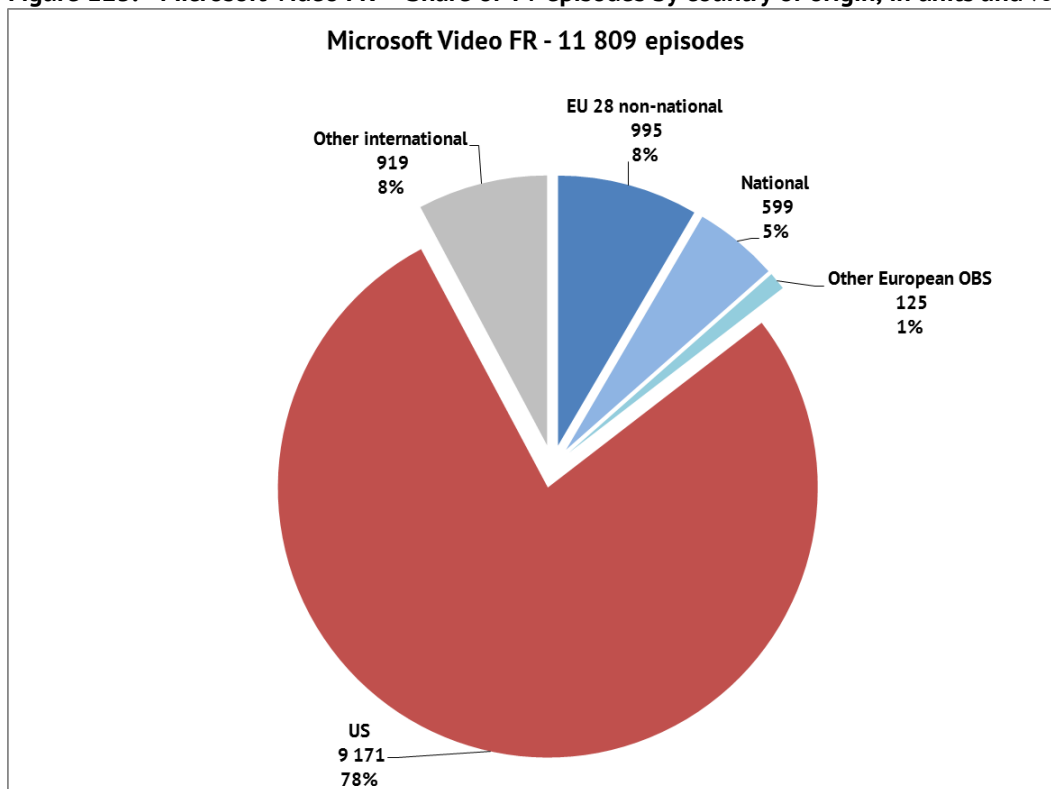
### 3.2.3.8. Microsoft Video in France

Table 87. Microsoft Video FR – Country of origin of TV episodes, in units and %

Microsoft Video FR					
Total episodes					
12 374					
Number of TV series titles	315				
Identified	269	85%			
Breakdown by Region of Origin of episodes identified					
11 809					95%
European OBS			International		
1 719			15%	10 090	
EU 28		Other European OBS	US		Other International
1 594	13%	125	1%	9 171	78%
				919	8%
EU 28 non-national		National			
995	8%	599	5%		

Source: European Audiovisual Observatory

Figure 125. Microsoft Video FR – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.3.9. Microsoft Video in the United Kingdom

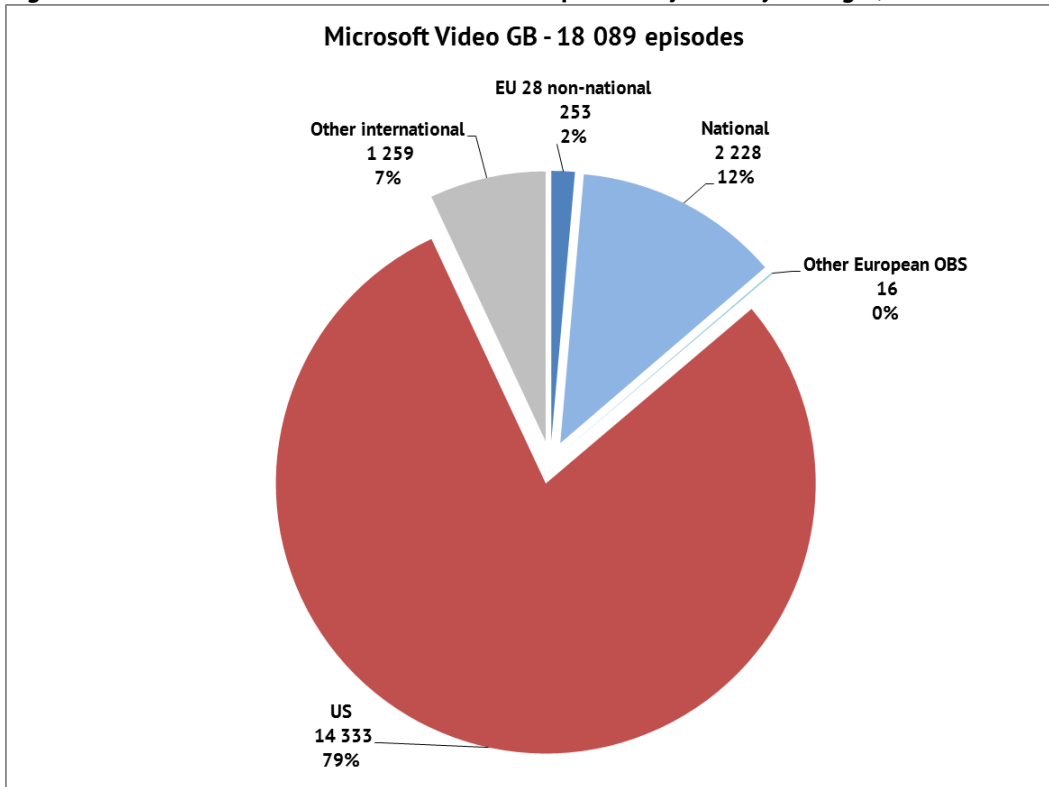
Table 88. Microsoft Video UK – Country of origin of TV episodes, in units and %

Microsoft Video GB					
Total episodes					
18 954					
Number of TV series titles	431				
Identified	345		80%		
Breakdown by Region of Origin of episodes identified					
18 089					
95%					
European OBS			International		
2 497			14%		
15 592			86%		
EU 28		Other European OBS	US		Other International
2 481	14%	16	0%	14 333	79%
				1 259	7%
EU 28 non-national		National			
253	1%	2 228	12%		

Source: European Audiovisual Observatory



Figure 126. Microsoft Video UK – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

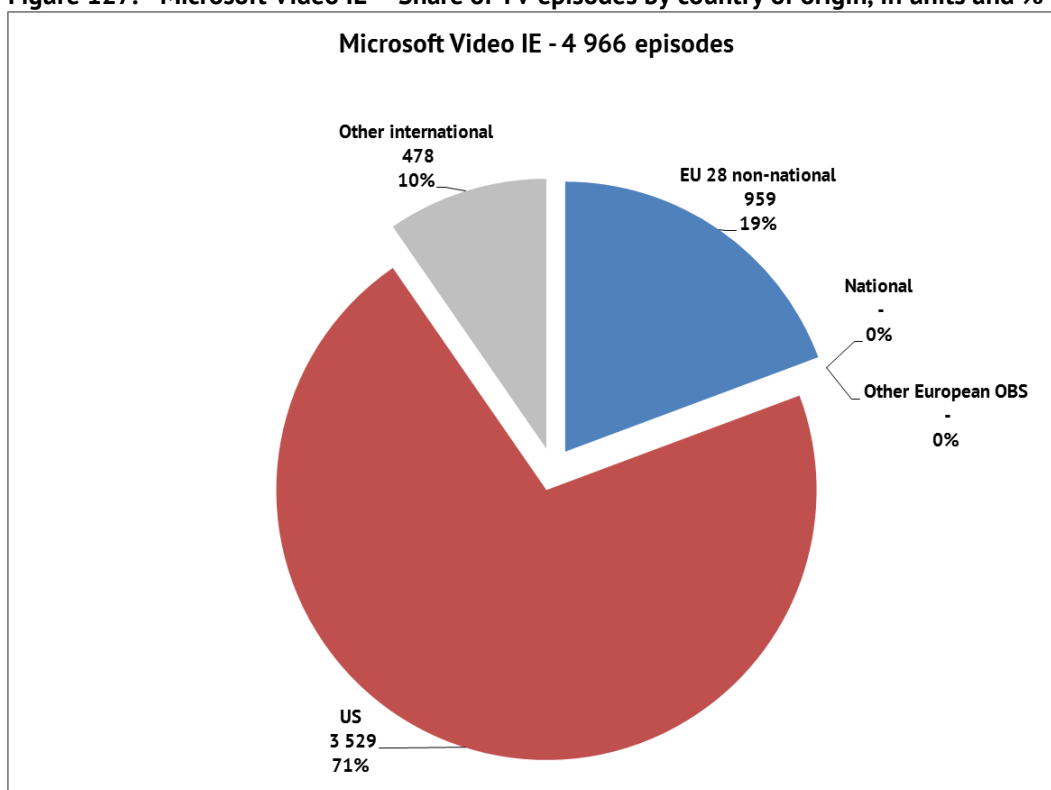
### 3.2.3.10. Microsoft Video in Ireland

Table 89. Microsoft Video IE – Country of origin of TV episodes, in units and %

Microsoft Video IE					
Total episodes					
5 144					
Number of TV series titles		112			
Identified		87		78%	
Breakdown by Region of Origin of episodes identified					
4 966					
97%					
European OBS			International		
959			4 007		
19%			81%		
EU 28		Other European OBS		US	
EU 28 non-national		National		Other International	
959		0		3 529	
19%		0%		71%	
				478	
				10%	

Source: European Audiovisual Observatory

Figure 127. Microsoft Video IE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

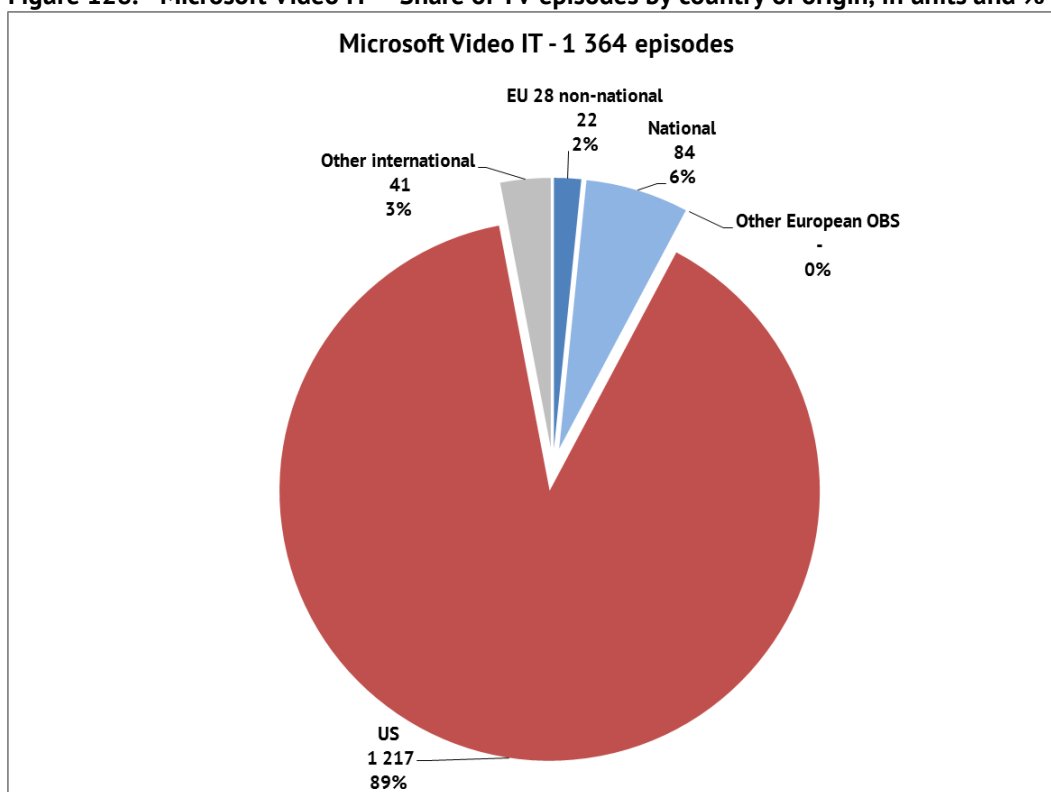
### 3.2.3.11. Microsoft Video in Italy

Table 90. Microsoft Video IT – Country of origin of TV episodes, in units and %

Microsoft Video IT					
Total episodes					
1 438					
Number of TV series titles	45				
Identified	36	80%			
Breakdown by Region of Origin of episodes identified					
1 364					95%
European OBS			International		
106			8%	1 258	
EU 28		Other European OBS	US		Other International
106	8%	0	0%	1 217	89%
				41	3%
EU 28 non-national		National			
22	2%	84	6%		

Source: European Audiovisual Observatory

Figure 128. Microsoft Video IT – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

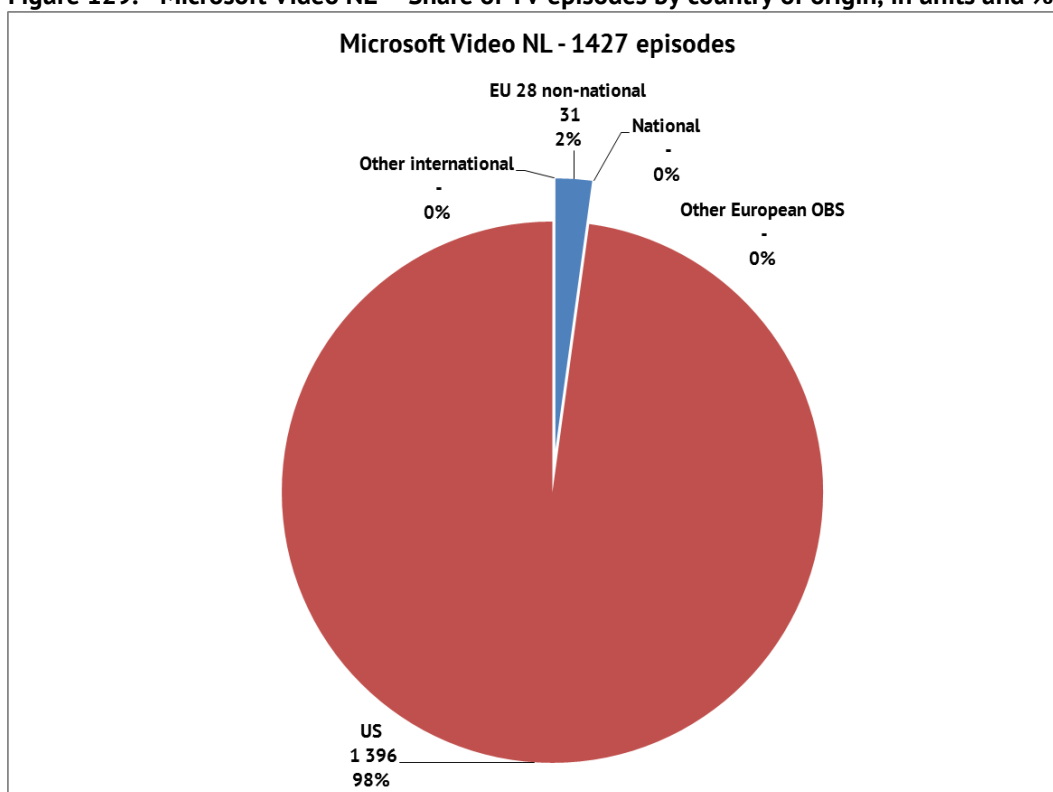
### 3.2.3.12. Microsoft Video in the Netherlands

Table 91. Microsoft Video NL – Country of origin of TV episodes, in units and %

Microsoft Video NL						
Total episodes						
1 448						
Number of TV series titles	24					
Identified	18	75%				
Breakdown by Region of Origin of episodes identified						
1 427					99%	
European OBS			International			
31			2%	1 396		98%
EU 28		Other European OBS	US		Other International	
31	2%	0	0%	1 396	98%	
				0	0%	
EU 28 non-national		National				
31	2%	0	0%			

Source: European Audiovisual Observatory

Figure 129. Microsoft Video NL – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.3.13. Microsoft Video in Sweden

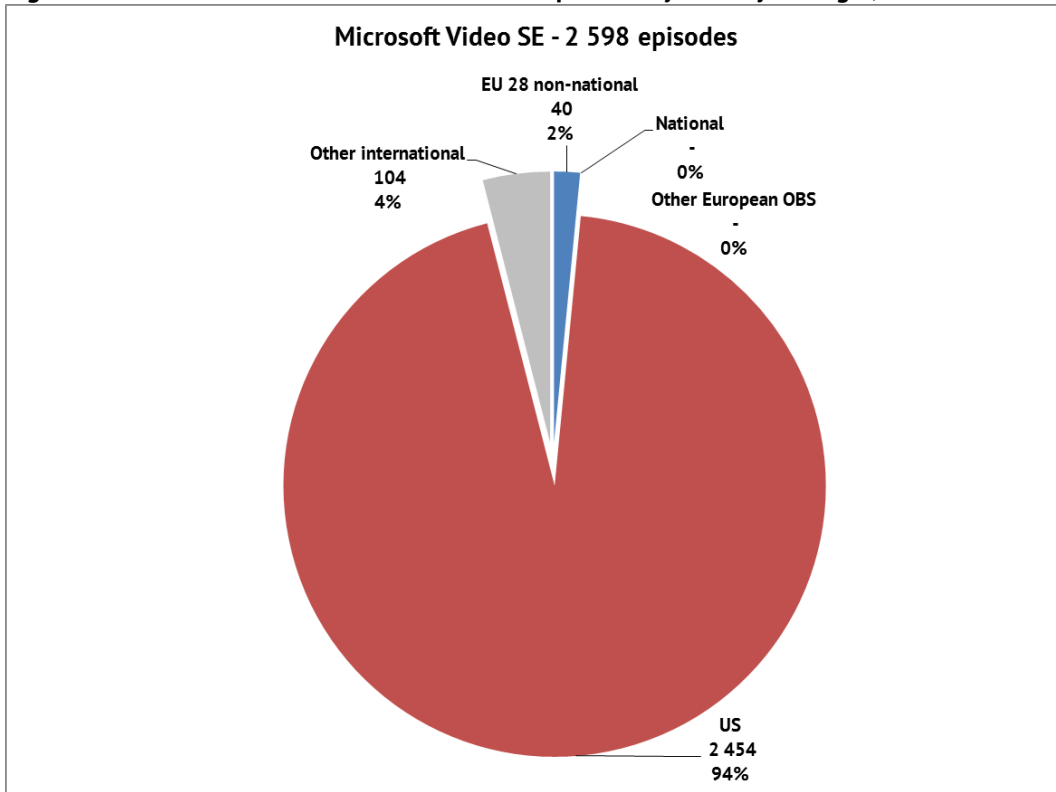
Table 92. Microsoft Video SE – Country of origin of TV episodes, in units and %

Microsoft Video SE						
Total episodes						
2 639						
Number of TV series titles	50					
Identified	43	86%				
Breakdown by Region of Origin of episodes identified						
2 598					98%	
European OBS			International			
40			2%	2 558		98%
EU 28		Other European OBS	US		Other International	
40	2%	0	0%	2 454	94%	
				104	4%	
EU 28 non-national		National				
40	2%	0	0%			

Source: European Audiovisual Observatory



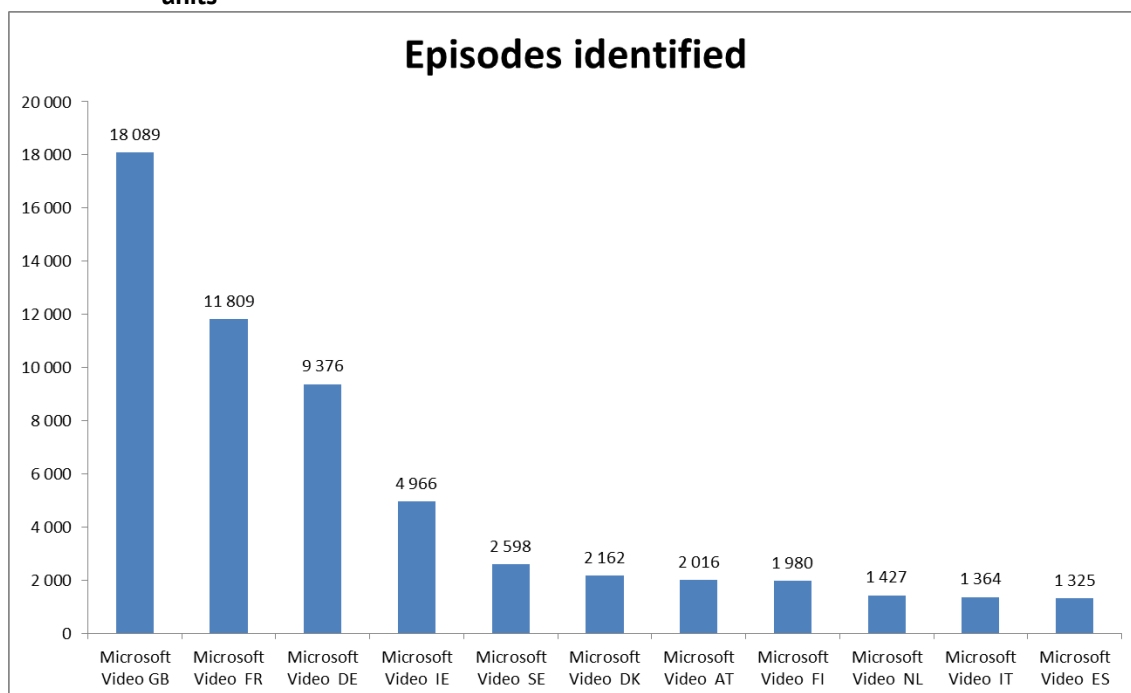
**Figure 130. Microsoft Video SE – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

### 3.2.3.14. Size of catalogues

**Figure 131. Size of Microsoft Video TVOD country catalogues by number of episodes identified, in units**



Source: European Audiovisual Observatory

## 3.2.4. Rakuten TV (5 catalogues)

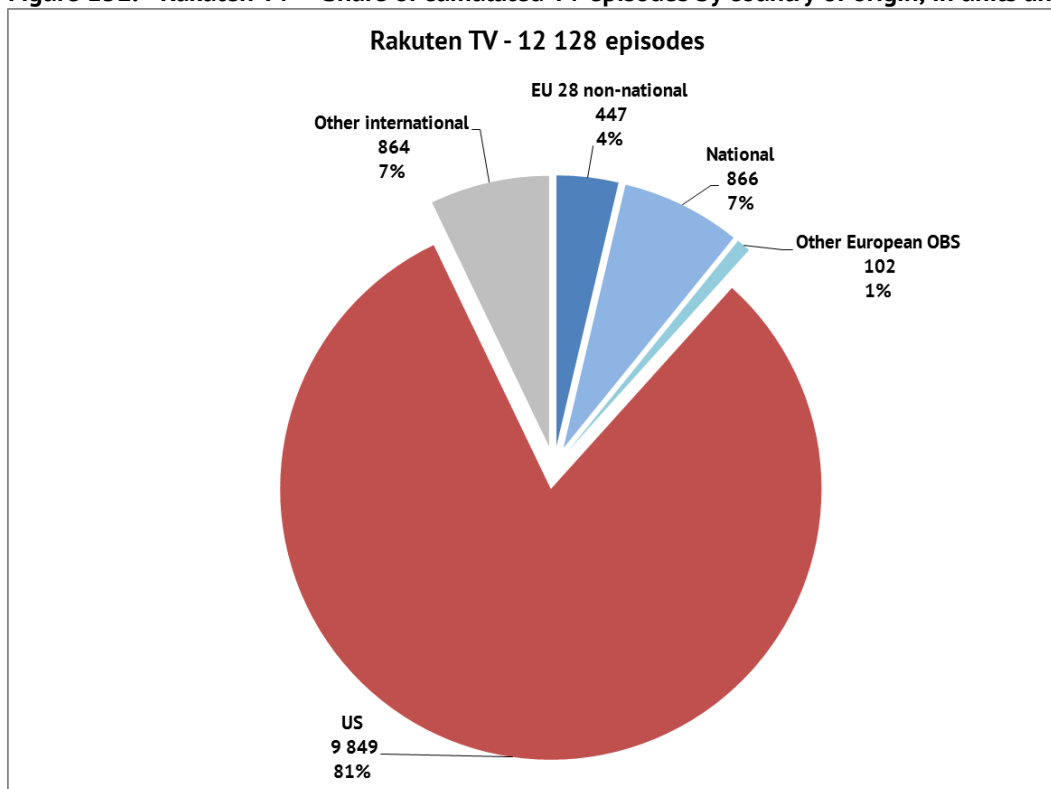
### 3.2.4.1. Rakuten TV cumulated count

**Table 93. Rakuten TV – Country of origin of cumulated TV episodes, in units and %**

RakutenTV			
Total episodes			
12 227			
Number of TV series titles	295		
Identified	290	98%	
Breakdown by Region of Origin of episodes identified			
12 128			
99%			
European OBS		International	
1 415		10 713	
12%		88%	
EU 28		Other European OBS	
1 313		102	
11%		1%	
EU 28 non-national		National	
447		866	
4%		7%	
US		Other International	
9 849		864	
81%		7%	

Source: European Audiovisual Observatory

Figure 132. Rakuten TV – Share of cumulated TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

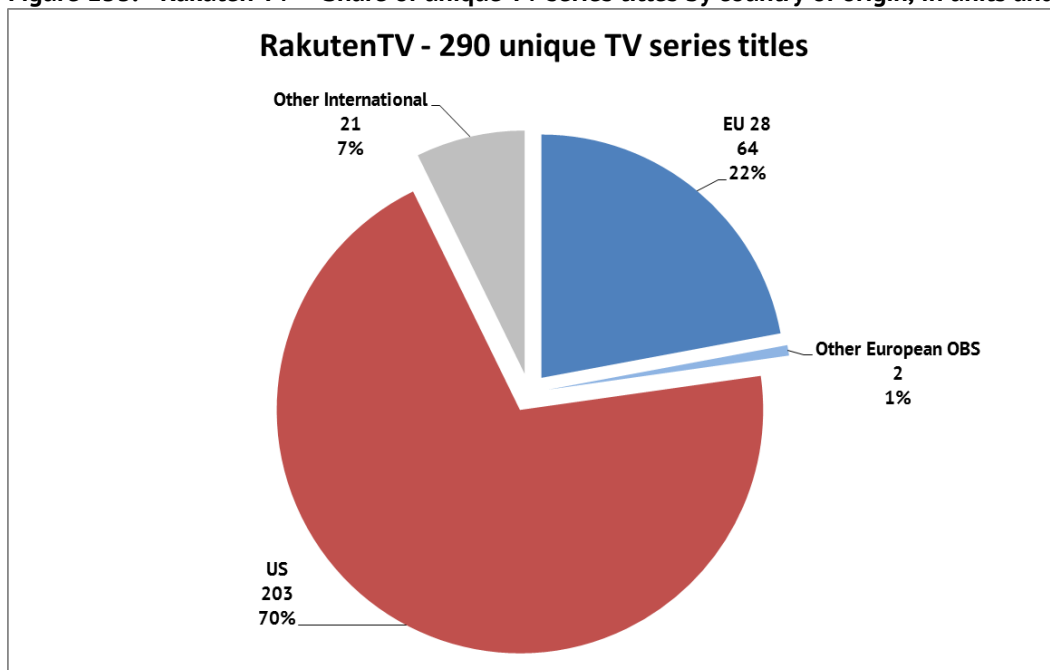
### 3.2.4.2. Rakuten TV single title count

Table 94. Rakuten TV – Country of origin of unique TV series titles, in units and %

RakutenTV							
Total unique TV series titles							
294							
Breakdown by Region of Origin of TV series titles identified							
290							99%
European OBS				International			
66				224			
23%				77%			
EU 28		Other European OBS		US		Other International	
64	22%	2	1%	203	70%	21	7%

Source: European Audiovisual Observatory

Figure 133. Rakuten TV – Share of unique TV series titles by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.4.3. Rakuten TV in Germany

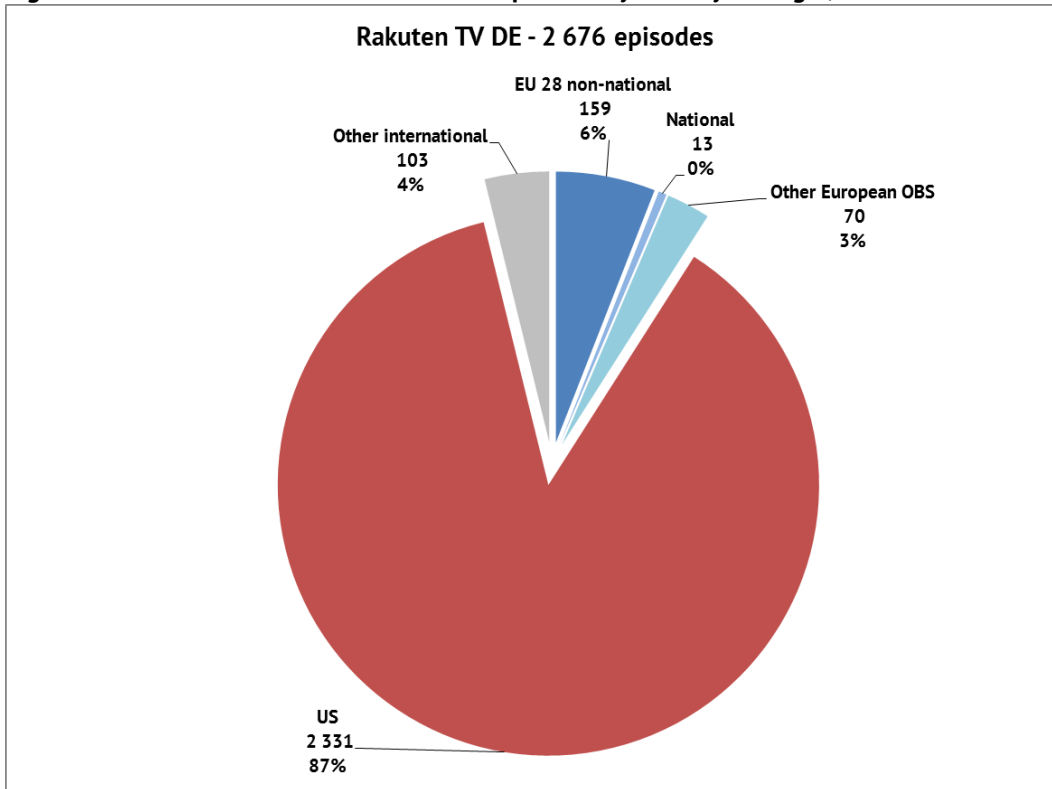
Table 95. Rakuten TV DE – Country of origin of TV episodes, in units and %

RakutenTV DE			
Total episodes			
2 676			
Number of TV series titles	66		
Identified	65	98%	
Breakdown by Region of Origin of episodes identified			
2 676			
100%			
European OBS		International	
242		2 434	
9%		91%	
EU 28	Other European OBS	US	Other International
172	70	2 331	103
6%	3%	87%	4%
EU 28 non-national	National		
159	13		
6%	0%		

Source: European Audiovisual Observatory



Figure 134. Rakuten TV DE – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

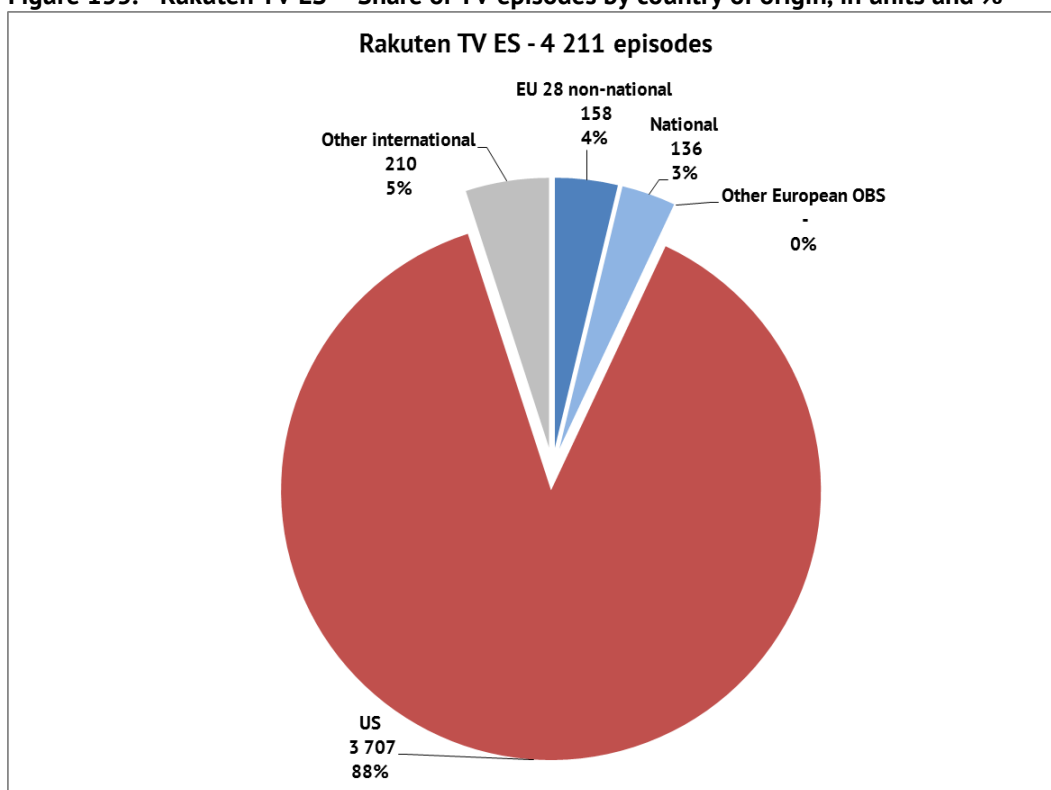
### 3.2.4.4. Rakuten TV in Spain

Table 96. Rakuten TV ES – Country of origin of TV episodes, in units and %

RakutenTV ES					
Total episodes					
4 307					
Number of TV series titles	81				
Identified	77	95%			
Breakdown by Region of Origin of episodes identified					
4 211					98%
European OBS			International		
294			7%	3 917	
EU 28		Other European OBS		US	Other International
294	7%	0	0%	3 707	88%
				210	5%
EU 28 non-national		National			
158	4%	136	3%		

Source: European Audiovisual Observatory

Figure 135. Rakuten TV ES – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.4.5. Rakuten TV in France

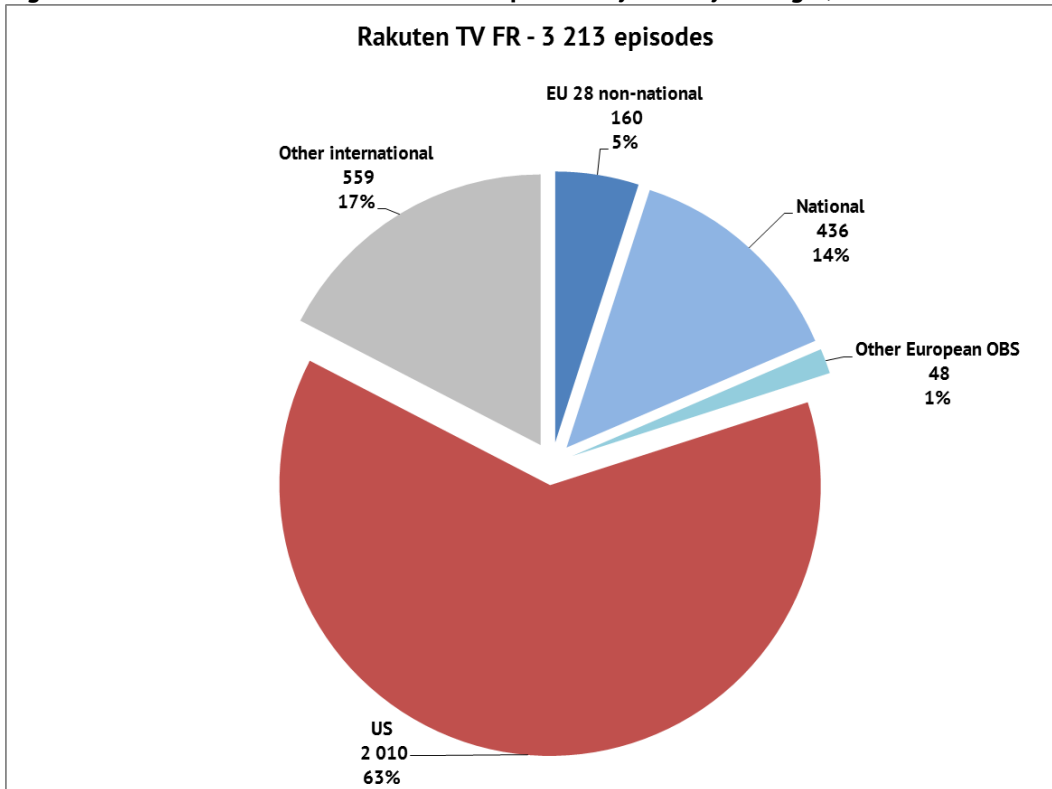
Table 97. Rakuten TV FR – Country of origin of TV episodes, in units and %

RakutenTV FR					
Total episodes					
3 213					
Number of TV series titles	95				
Identified	94	99%			
Breakdown by Region of Origin of episodes identified					
3 213					
100%					
European OBS			International		
644			2 569		
20%			80%		
EU 28		Other European OBS	US	Other International	
596	19%	48	1%	2 010	63%
				559	17%
EU 28 non-national		National			
160	5%	436			
		14%			

Source: European Audiovisual Observatory



Figure 136. Rakuten TV FR – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

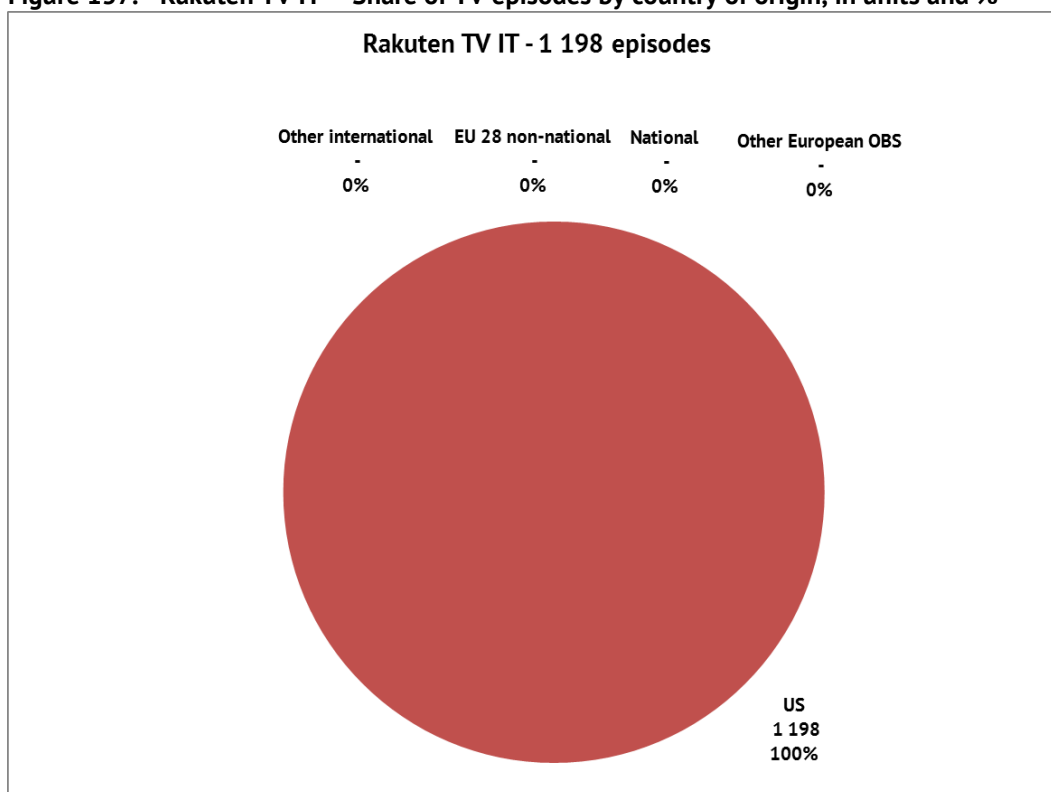
### 3.2.4.6. Rakuten TV in Italy

Table 98. Rakuten TV IT – Country of origin of TV episodes, in units and %

RakutenTV IT					
Total episodes					
1 198					
Number of TV series titles	20				
Identified	19	95%			
Breakdown by Region of Origin of episodes identified					
1 198					
100%					
European OBS				International	
0				1 198	
0%				100%	
EU 28		Other European OBS		US	Other International
0		0		1 198	0
0%		0%		100%	0%
EU 28 non-national		National			
0		0			
0%		0%			

Source: European Audiovisual Observatory

Figure 137. Rakuten TV IT – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.4.7. Rakuten TV in the United Kingdom

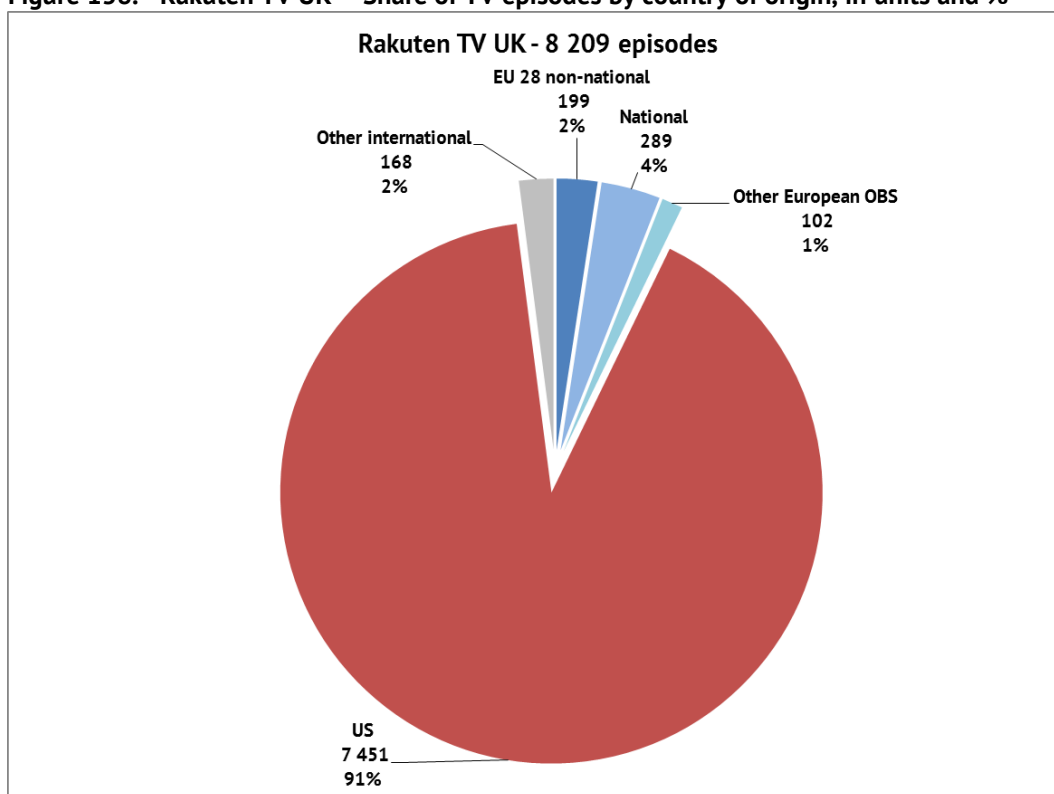
Table 99. Rakuten TV UK – Country of origin of TV episodes, in units and %

RakutenTV UK					
Total episodes					
8 230					
Number of TV series titles	191				
Identified	189	99%			
Breakdown by Region of Origin of episodes identified					
8 209					
100%					
European OBS			International		
590			7%	7 619	
EU 28		Other European OBS	US		Other International
488	6%	102	1%	7 451	91%
EU 28 non-national		National		168	2%
199	2%	289	4%		

Source: European Audiovisual Observatory



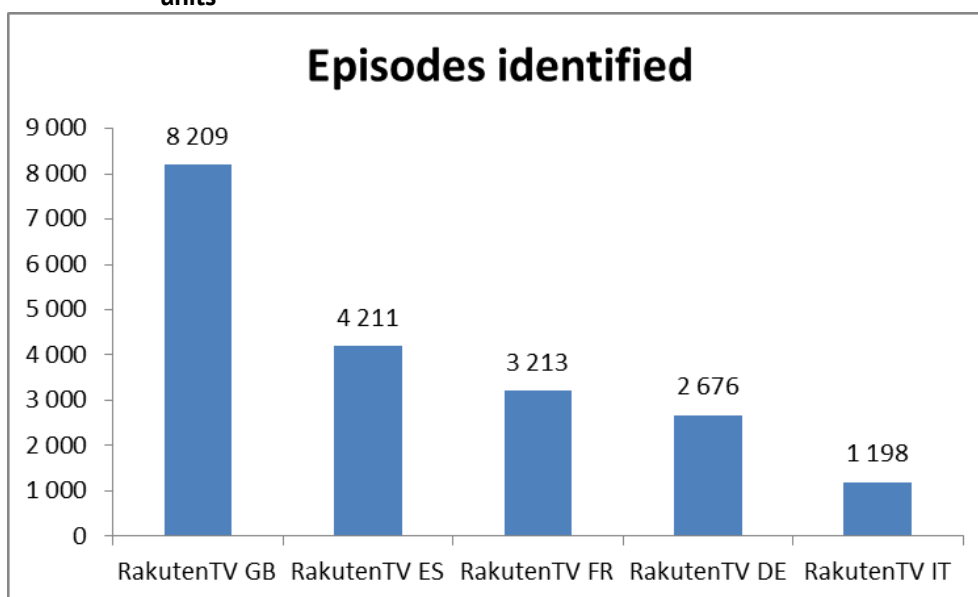
Figure 138. Rakuten TV UK – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.4.8. Size of catalogues

Figure 139. Size of Rakuten TV TVOD country catalogues by number of episodes identified, in units



Source: European Audiovisual Observatory

### 3.2.5. SF Anytime (3 catalogues)

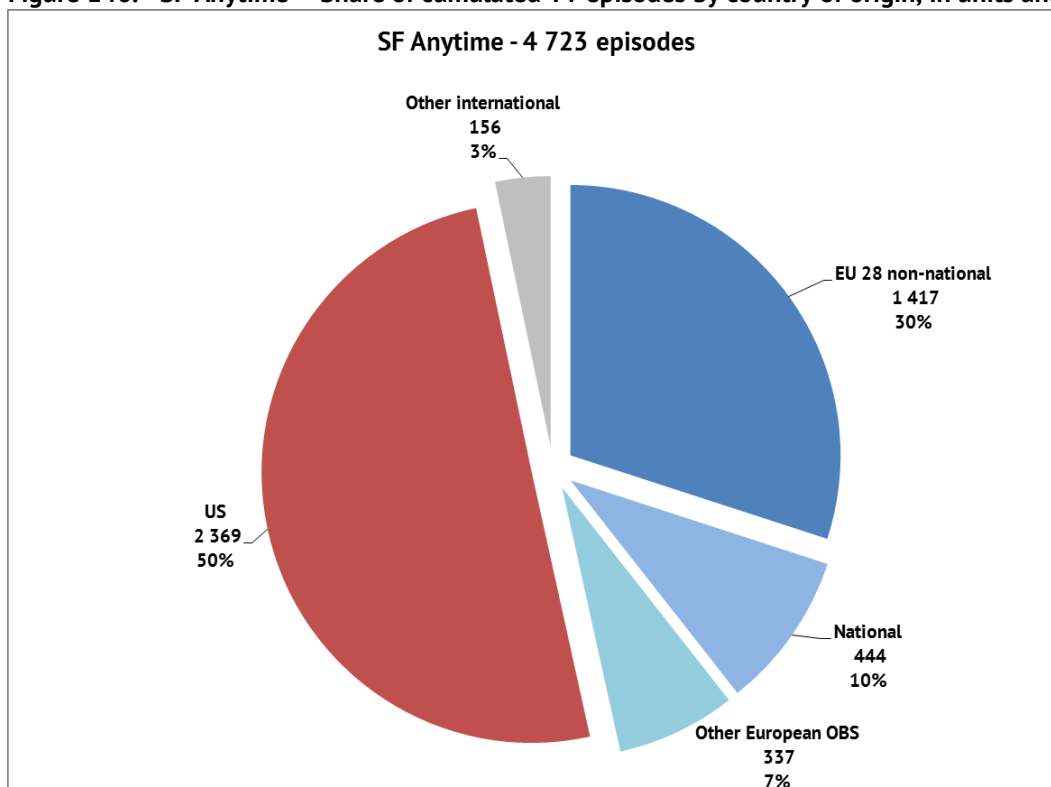
#### 3.2.5.1. SF Anytime cumulated count

**Table 100. SF Anytime – Country of origin of cumulated TV episodes, in units and %**

SF Anytime			
Total episodes			
4 729			
Number of TV series titles	231		
Identified	229	99%	
Breakdown by Region of Origin of episodes identified			
4 723			
100%			
European OBS		International	
2 198		47%	
2 525		53%	
EU 28	Other European OBS	US	Other International
1 861	39%	337	7%
2 369	50%	156	3%
EU 28 non-national	National		
1 417	30%	444	9%

Source: European Audiovisual Observatory

**Figure 140. SF Anytime – Share of cumulated TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

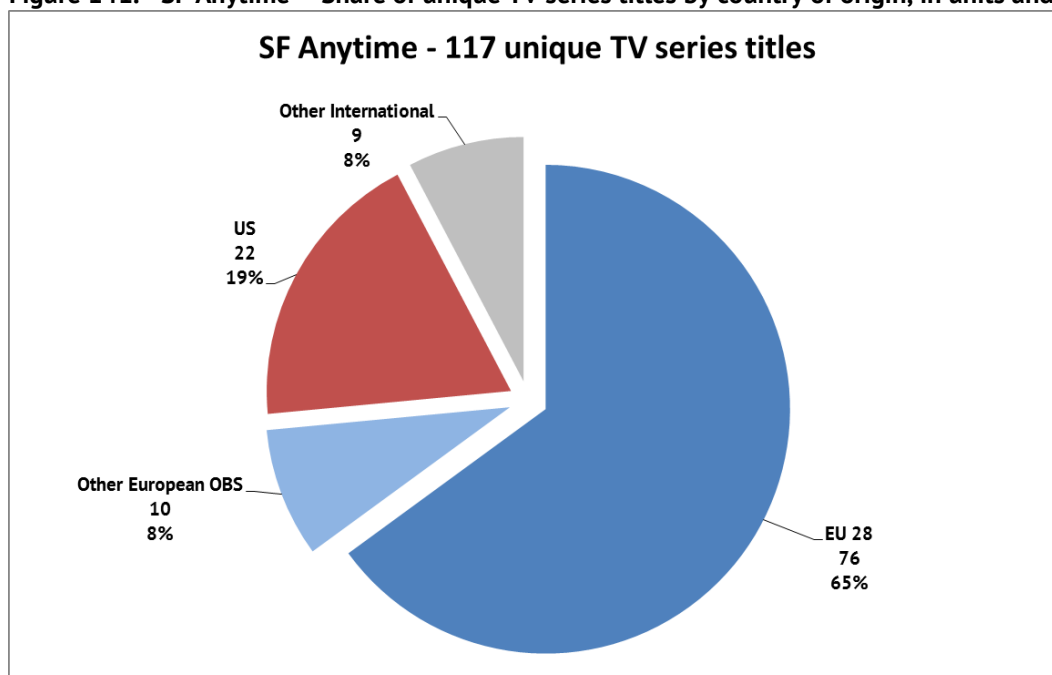
### 3.2.5.2. SF Anytime single title count

**Table 101. SF Anytime – Country of origin of unique TV series titles, in units and %**

SF Anytime					
Total unique TV series titles					
118					
Breakdown by Region of Origin of TV series titles identified					
117					99%
European OBS			International		
86			74%	31	
EU 28		Other European OBS	US		Other International
76	65%	10	9%	22	19%
				9	8%

Source: European Audiovisual Observatory

**Figure 141. SF Anytime – Share of unique TV series titles by country of origin, in units and %**



Source: European Audiovisual Observatory

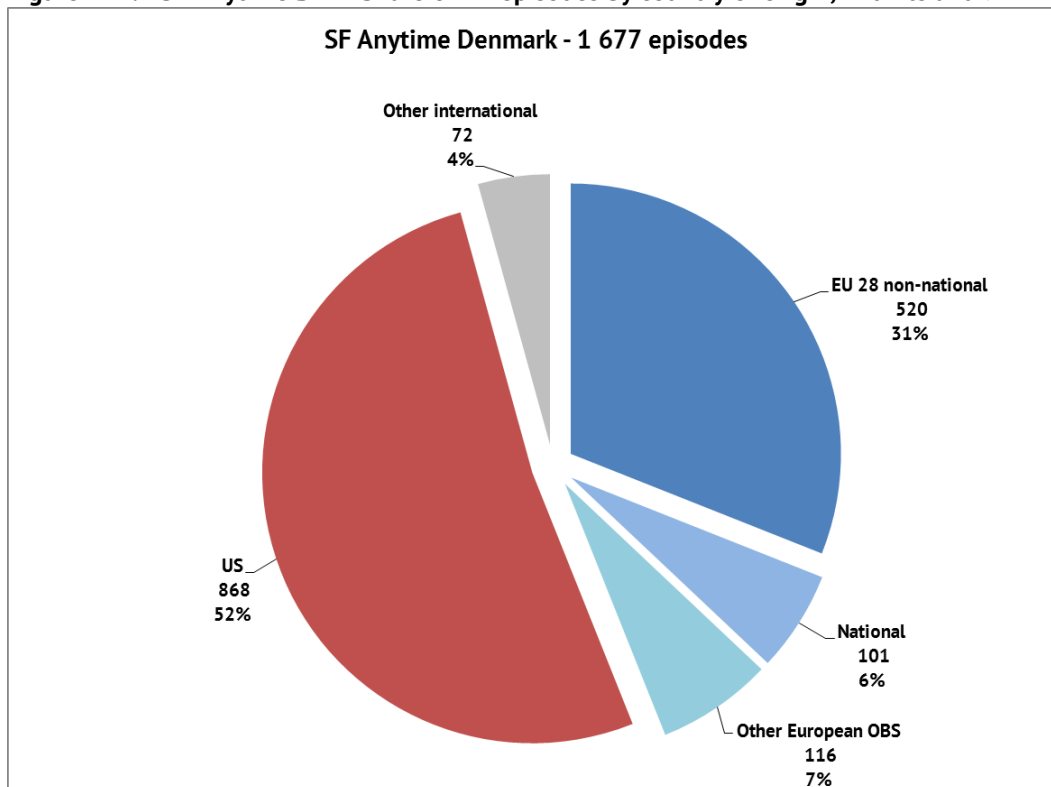
### 3.2.5.3. SF Anytime in Denmark

**Table 102. SF Anytime DK – Country of origin of TV episodes, in units and %**

SF Anytime Denmark			
Total episodes			
1 677			
Number of TV series titles	78		
Identified	77	99%	
Breakdown by Region of Origin of episodes identified			
1 677			
100%			
European OBS		International	
737		940	
44%		56%	
EU 28	Other European OBS	US	Other International
621	116	868	72
37%	7%	52%	4%
EU 28 non-national	National		
520	101		
31%	6%		

Source: European Audiovisual Observatory

**Figure 142. SF Anytime DK – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

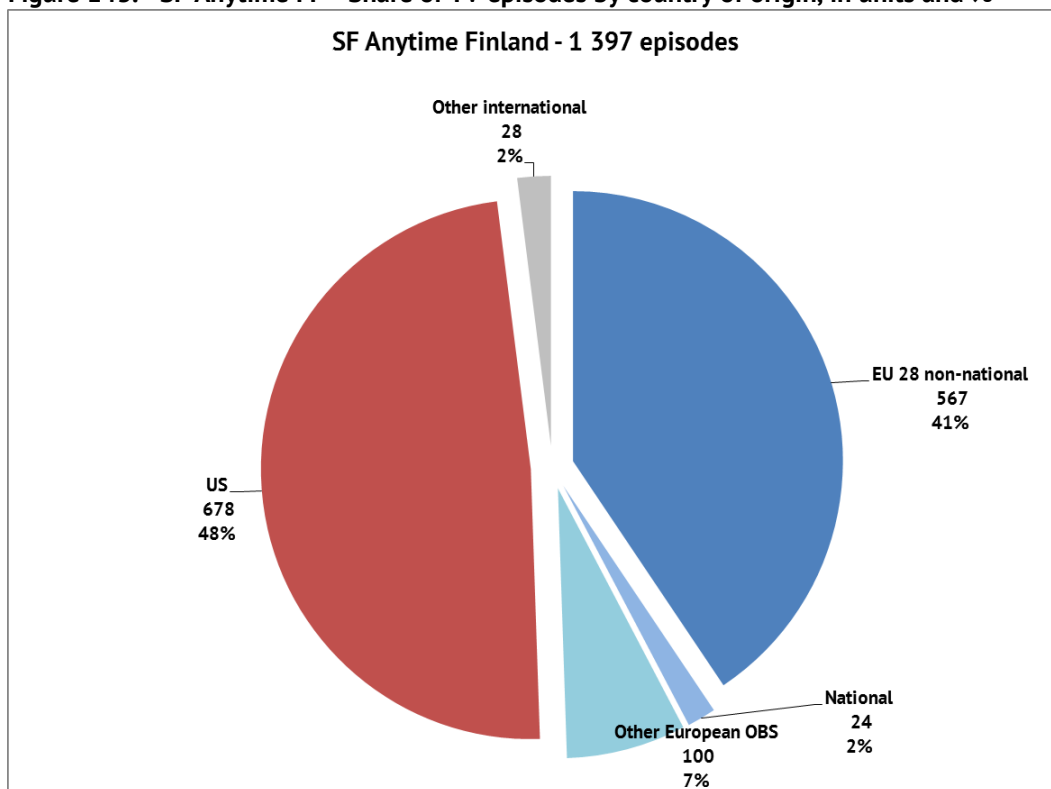
### 3.2.5.4. SF Anytime in Finland

**Table 103. SF Anytime FI – Country of origin of TV episodes, in units and %**

SF Anytime Finland			
Total episodes			
1 397			
Number of TV series titles	64		
Identified	63	98%	
Breakdown by Region of Origin of episodes identified			
1 397			
100%			
European OBS		International	
691		706	
49%		51%	
EU 28	Other European OBS	US	Other International
591	100	678	28
42%	7%	49%	2%
EU 28 non-national	National		
567	24		
41%	2%		

Source: European Audiovisual Observatory

**Figure 143. SF Anytime FI – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

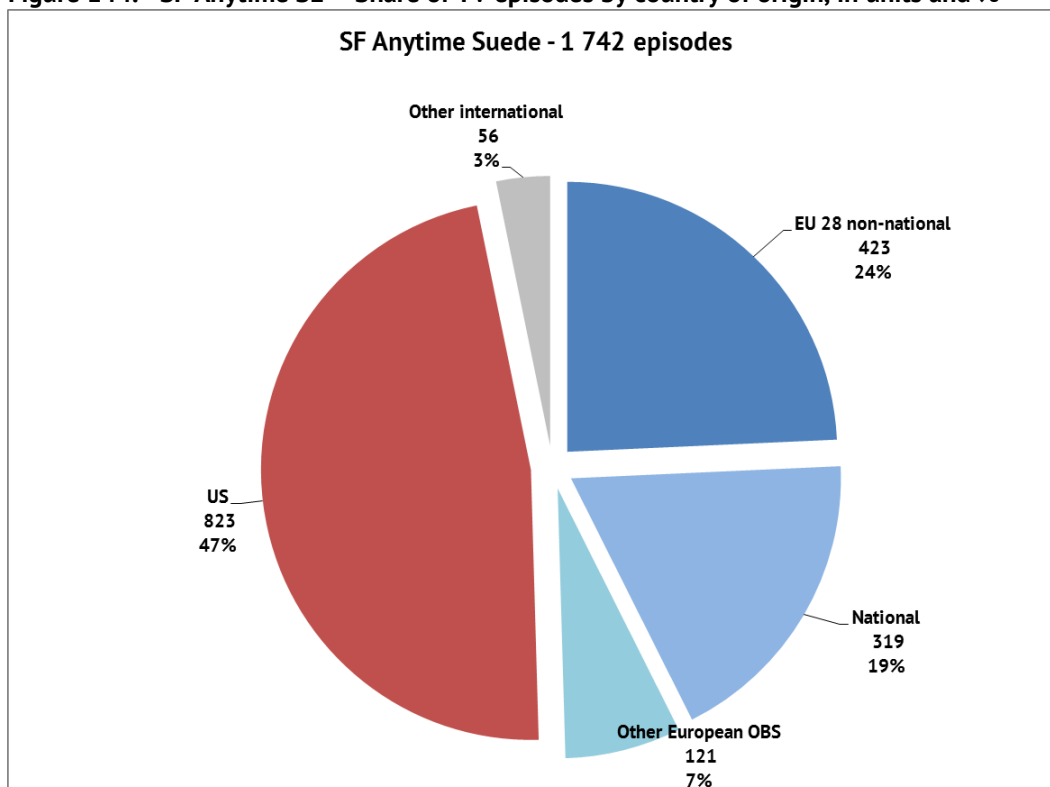
### 3.2.5.5. SF Anytime in Sweden

**Table 104. SF Anytime SE – Country of origin of TV episodes, in units and %**

SF Anytime Suede			
Total episodes			
1 748			
Number of TV series titles	91		
Identified	89	98%	
Breakdown by Region of Origin of episodes identified			
1 742			
100%			
European OBS		International	
863		879	
50%		50%	
EU 28	Other European OBS	US	Other International
742	121	823	56
43%	7%	47%	3%
EU 28 non-national	National		
423	319		
24%	18%		

Source: European Audiovisual Observatory

**Figure 144. SF Anytime SE – Share of TV episodes by country of origin, in units and %**

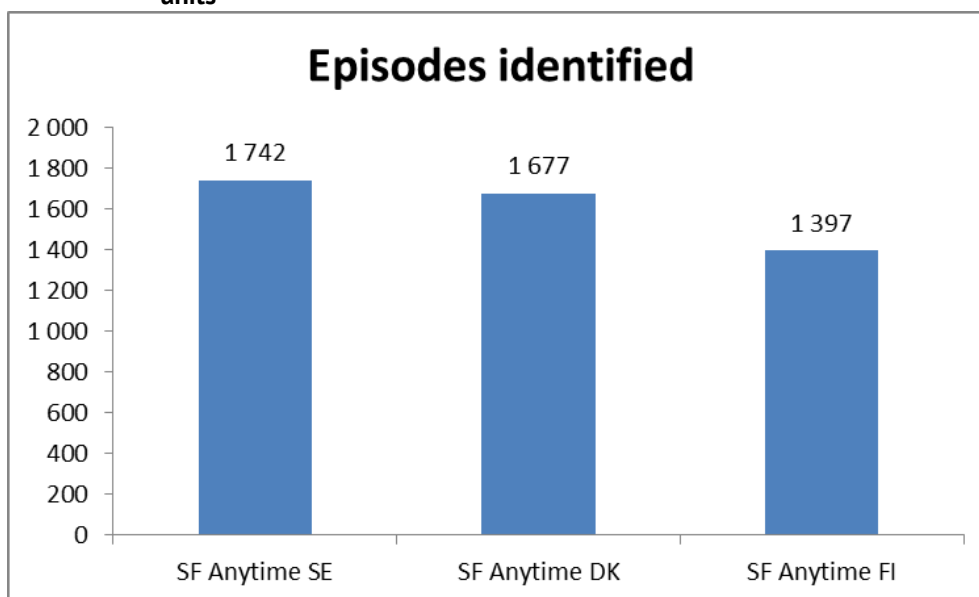


Source: European Audiovisual Observatory



### 3.2.5.6. Size of catalogues

**Figure 145. Size of SF Anytime TVOD country catalogues by number of episodes identified, in units**



Source: European Audiovisual Observatory

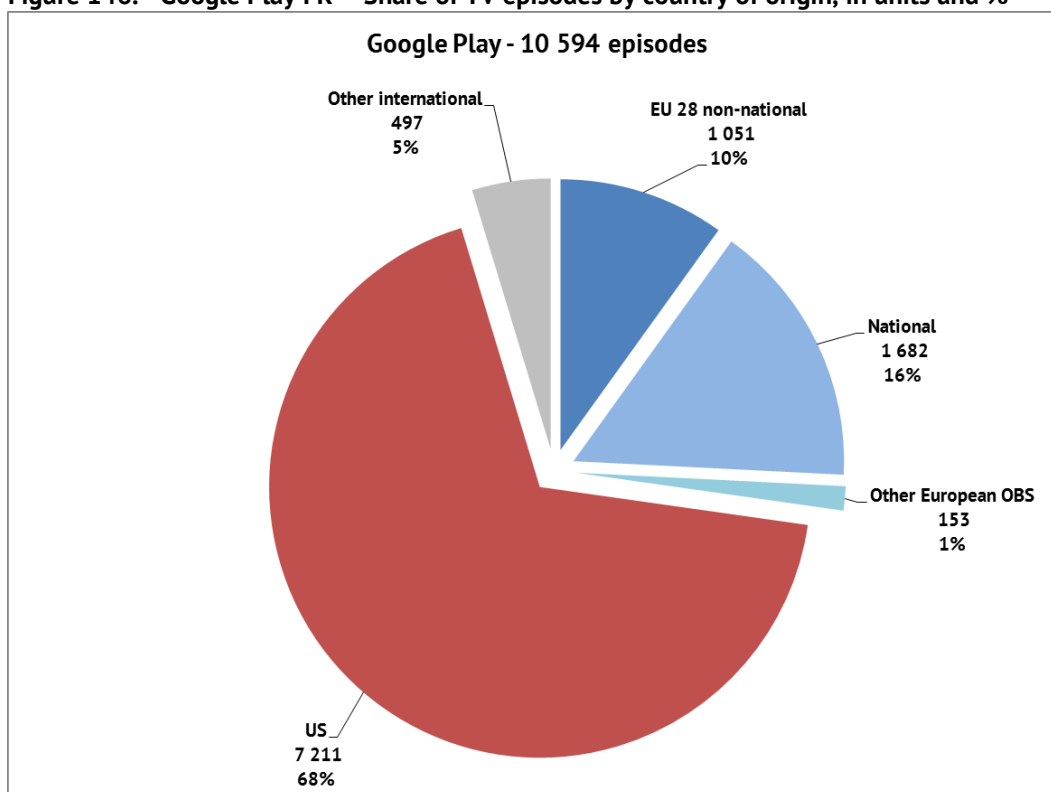
### 3.2.6. Googleplay Series (1 catalogue: France)

**Table 105. Google Play FR – Country of origin of TV episodes, in units and %**

Google Play					
Total episodes					
11 499					
Number of TV series titles	658				
Identified	537	82%			
Breakdown by Region of Origin of episodes identified					
10 594					
92%					
European OBS			International		
2 886			27%	7 708	
				73%	
EU 28		Other European OBS	US		Other International
2 733	26%	155	1%	7 211	68%
				497	5%
EU 28 non-national		National			
1 051	10%	1 682	16%		

Source: European Audiovisual Observatory

Figure 146. Google Play FR – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

### 3.2.7. Sony Playstation Video (1 catalogue: France)

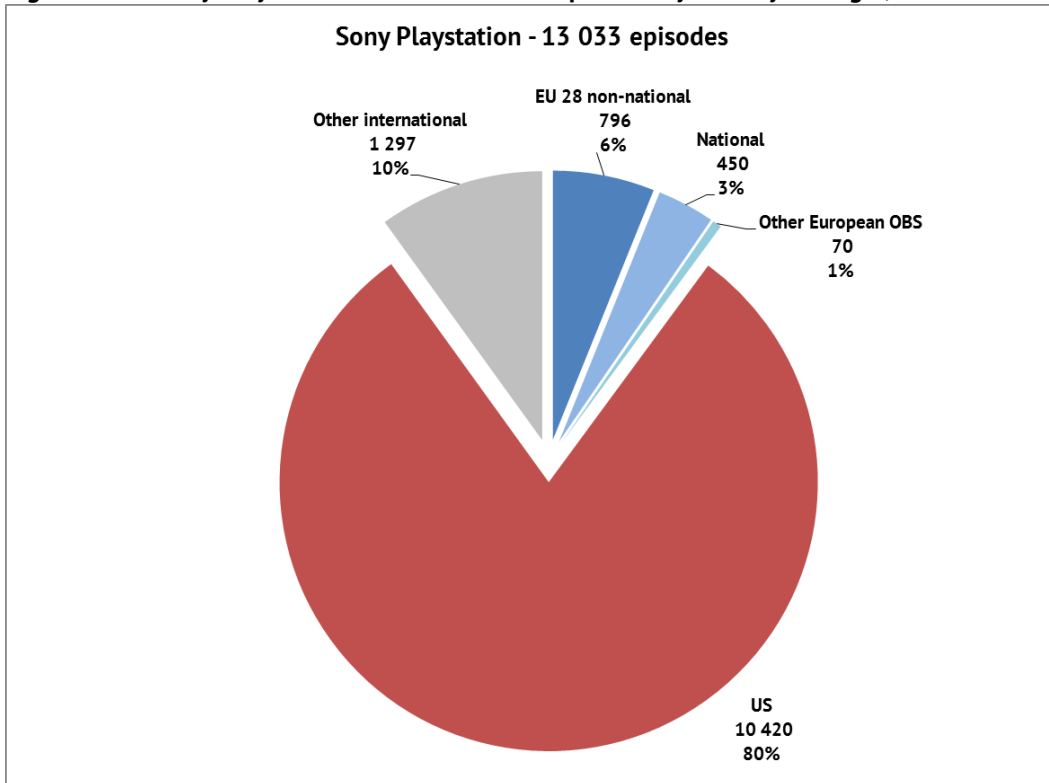
Table 106. Sony Playstation FR – Country of origin of TV episodes, in units and %

Sony Playstation				
Total episodes				
13 471				
Number of TV series titles	415			
Identified	388	93%		
Breakdown by Region of Origin of episodes identified				
13 033				
97%				
European OBS			International	
1 316			11 717	
10%			90%	
EU 28		Other European OBS	US	Other International
1 246	10%	70	1%	10 420
				80%
				1 297
				10%
EU 28 non-national		National		
796	6%	450	3%	

Source: European Audiovisual Observatory



Figure 147. Sony Playstation FR – Share of TV episodes by country of origin, in units and %

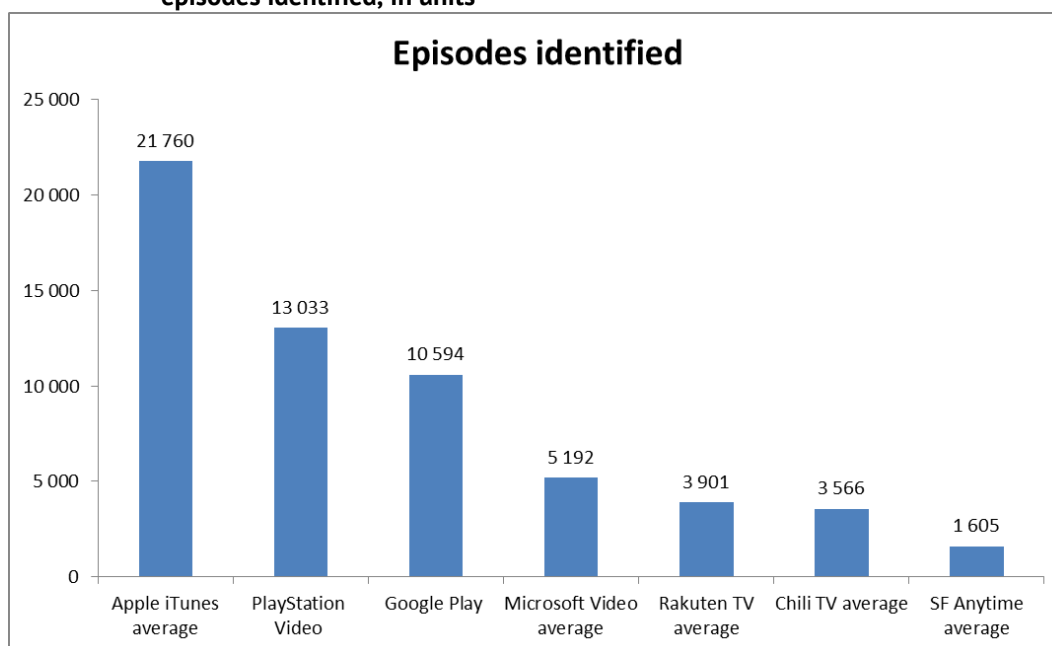


Source: European Audiovisual Observatory

## 3.2.8. Comparison between pan-European and multi-country TVOD services

### 3.2.8.1. Size of catalogues

**Figure 148. Size of pan-European and multi-country TVOD catalogues by average number of episodes identified, in units**

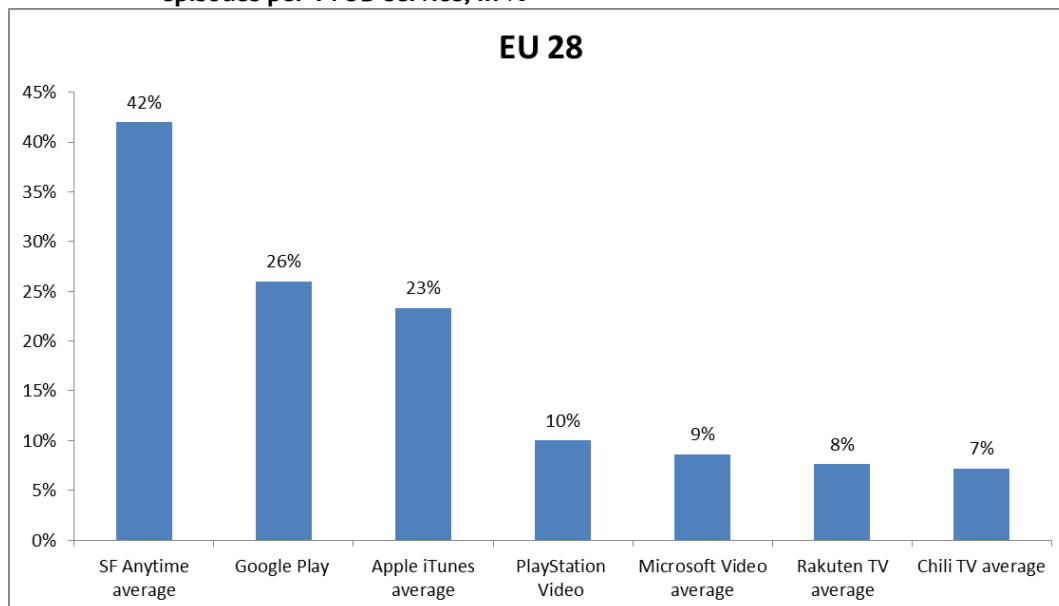


Source: European Audiovisual Observatory

### 3.2.8.2. Region of origin of TV episodes

#### 3.2.8.2.1. Share of EU 28 TV episodes

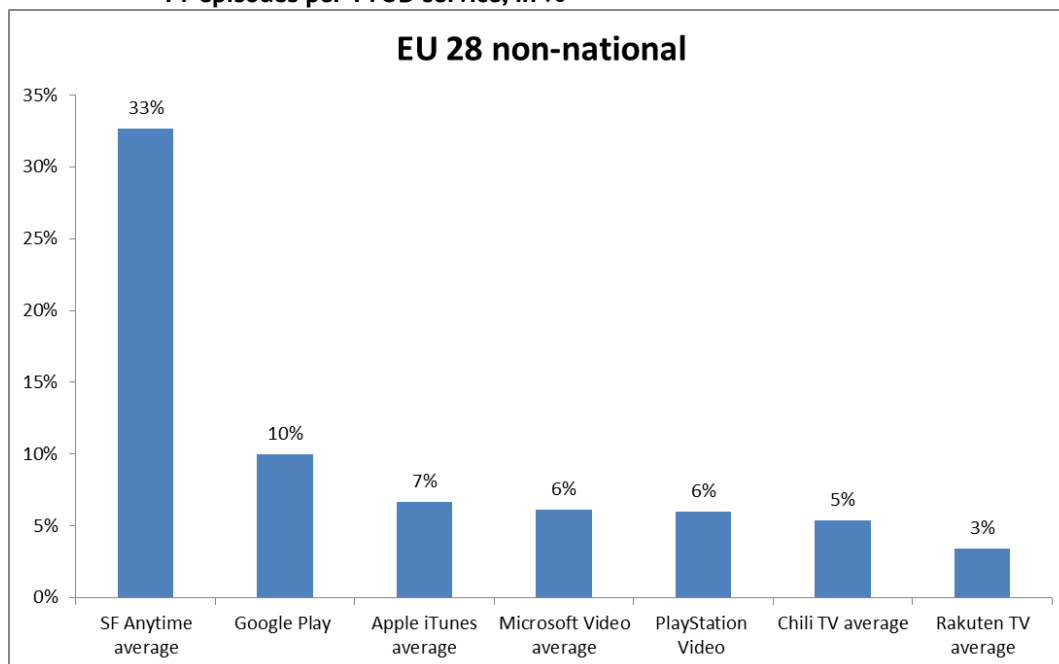
**Figure 149. Pan-European and multi-country TVOD services – Average share of EU 28 TV episodes per TVOD service, in %**



Source: European Audiovisual Observatory

#### 3.2.8.2.2. Share of EU non-national TV episodes

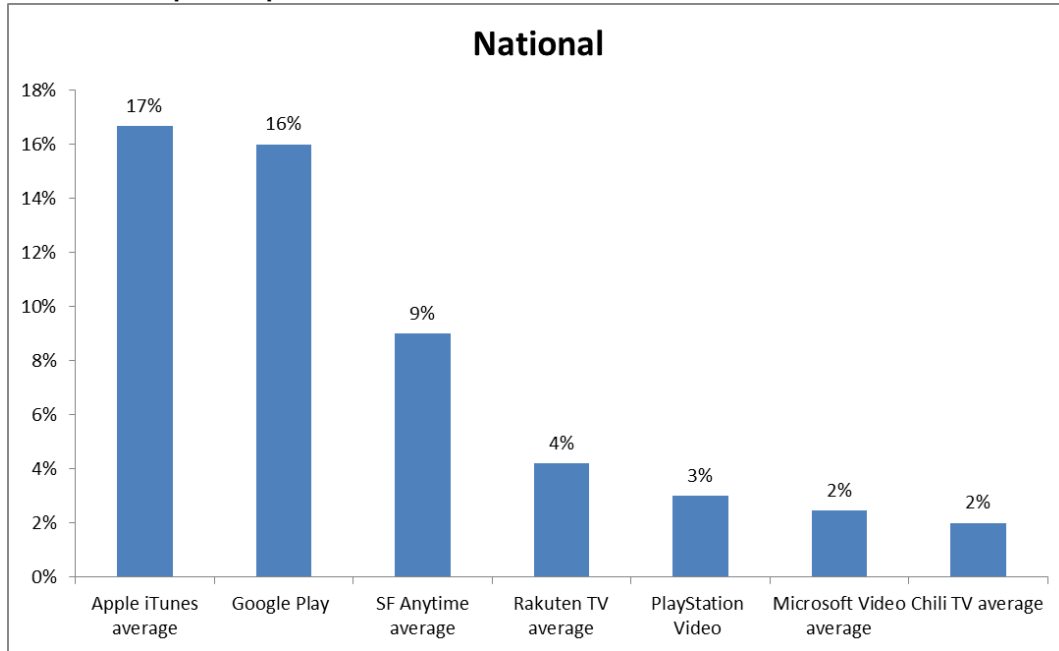
**Figure 150. Pan-European and multi-country TVOD services – Average share of EU non-national TV episodes per TVOD service, in %**



Source: European Audiovisual Observatory

3.2.8.2.3. Share of national TV episodes

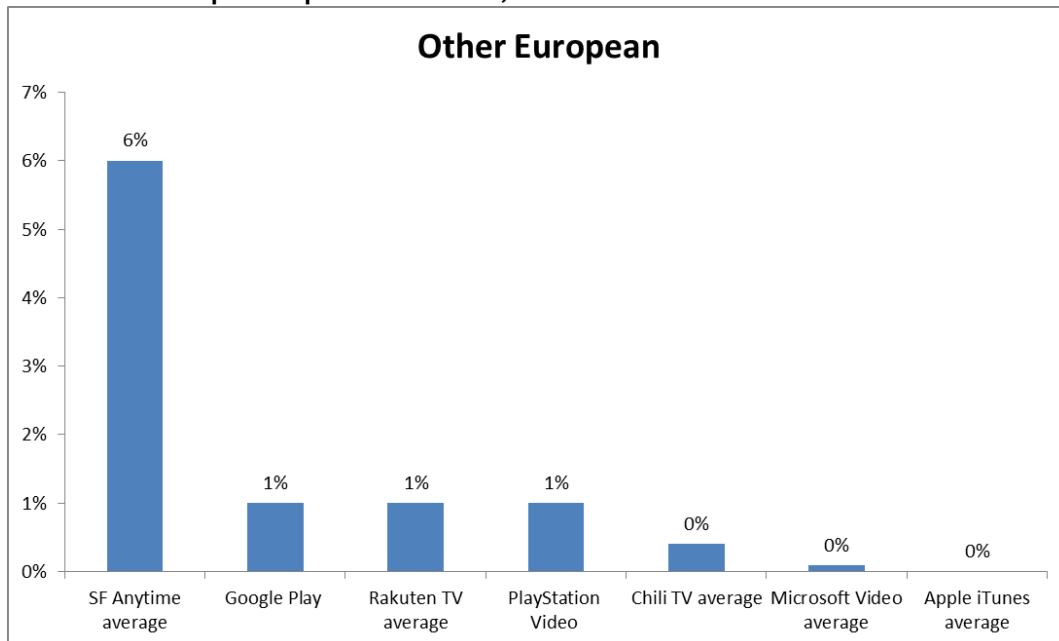
**Figure 151. Pan-European and multi-country TVOD services – Average share of national TV episodes per TVOD service, in %**



Source: European Audiovisual Observatory

3.2.8.2.4. Share of other European TV episodes

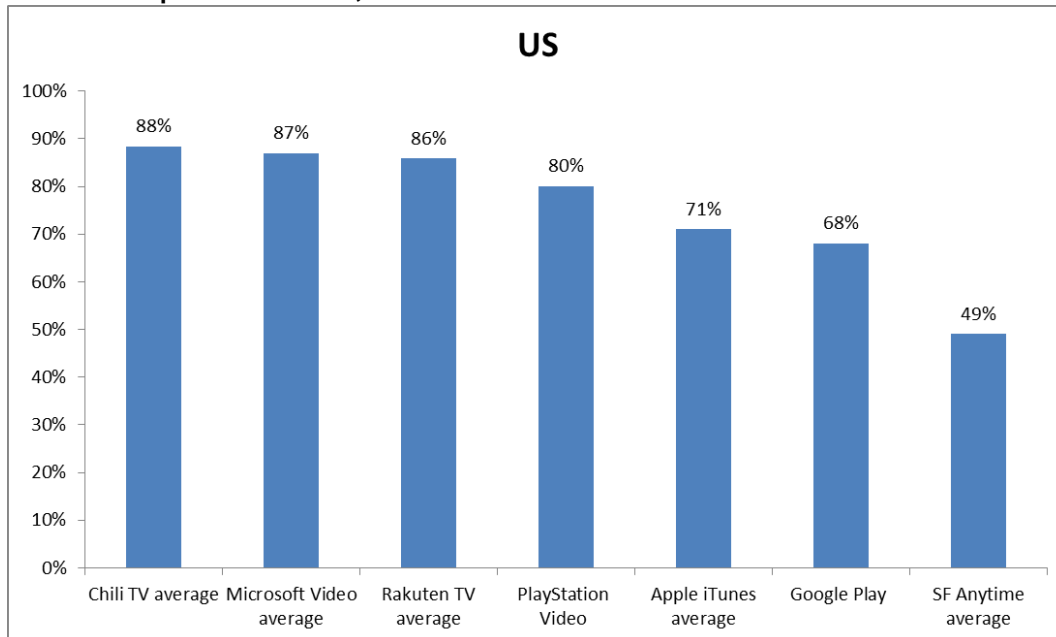
**Figure 152. Pan-European and multi-country TVOD services – Average share of other European TV episodes per TVOD service, in %**



Source: European Audiovisual Observatory

3.2.8.2.5. Share of US TV episodes

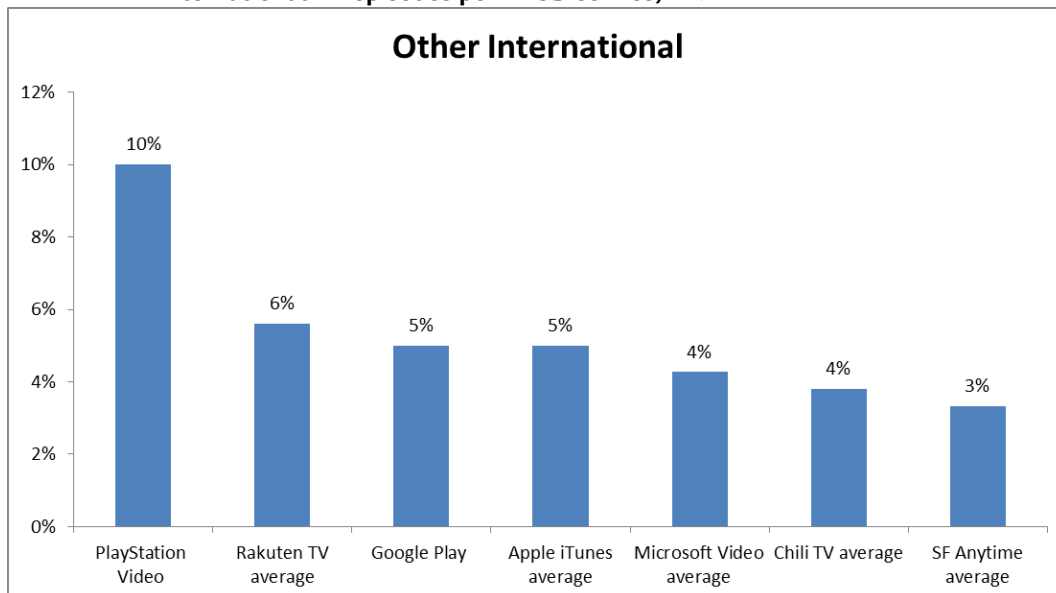
**Figure 153. Pan-European and multi-country TVOD services – Average share of US TV episodes per TVOD service, in %**



Source: European Audiovisual Observatory

3.2.8.2.6. Share of other international TV episodes

**Figure 154. Pan-European and multi-country TVOD services – Average share of other international TV episodes per TVOD service, in %**



Source: European Audiovisual Observatory

### **3.3. National TVOD services (14 country catalogues)**

In this section, 14 national TVOD services are analysed and compared. The analysed services are:

- Blockbuster in Denmark
- Boxer in Sweden
- Canal VOD in France
- ComHem in Sweden
- Flimmit TVOD in Austria
- Fnac in France
- Lattelcom Shortcut Film in Latvia
- Maxdome in Germany
- Orange in France
- SkyStore in the United Kingdom
- TalkTalk in the United Kingdom
- Videociety in Germany
- Videoload in Germany
- Ziggo in the Netherlands

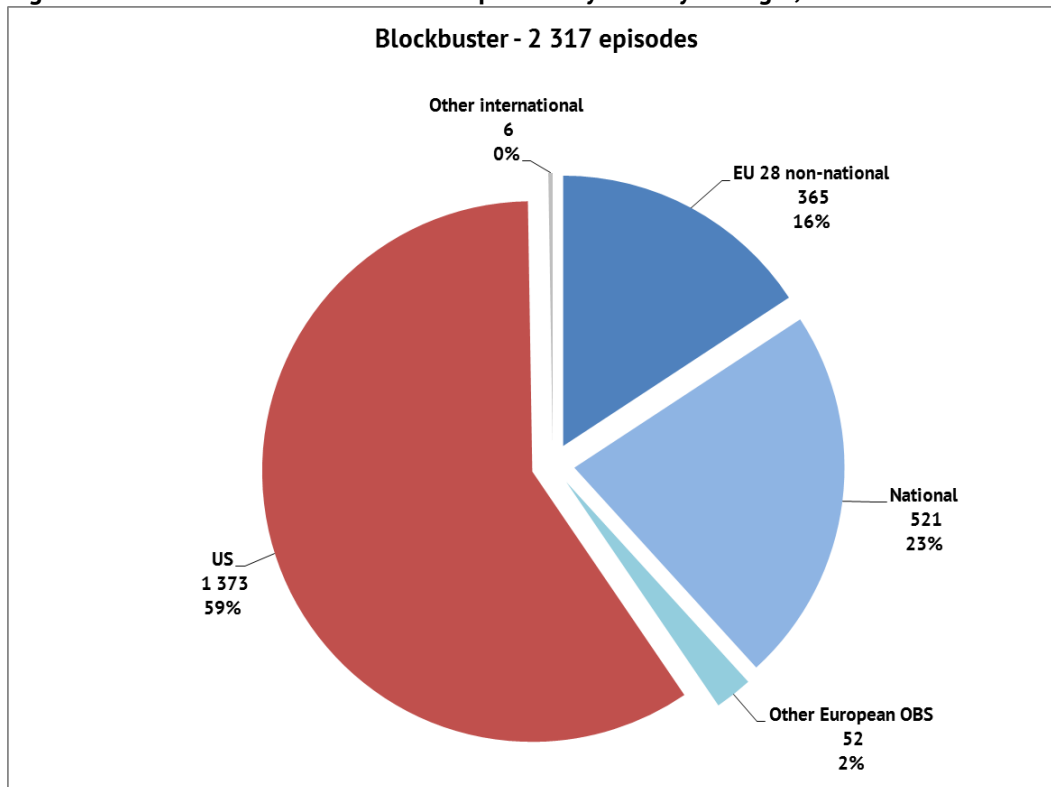
### 3.3.1. Blockbuster (Denmark)

**Table 107. Blockbuster – Country of origin of TV episodes, in units and %**

Blockbuster				
Total episodes				
2 433				
Number of TV series titles	169			
Identified	153	91%		
Breakdown by Region of Origin of episodes identified				
2 317				
95%				
European OBS			International	
938			1 379	
40%			60%	
EU 28		Other European OBS	US	Other International
886	38%	52	2%	1 373
59%		0%		6
EU 28 non-national		National		
365	16%	521		
		22%		

Source: European Audiovisual Observatory

**Figure 155. Blockbuster – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



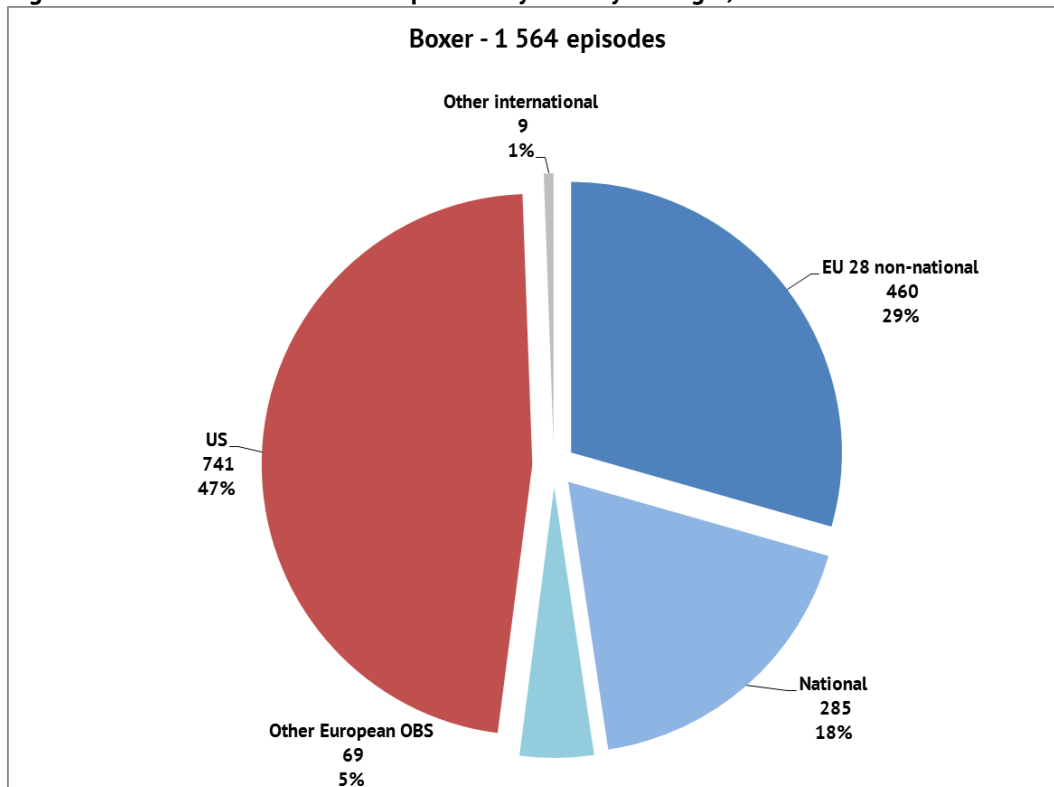
### 3.3.2. Boxer (Sweden)

**Table 108. Boxer – Country of origin of TV episodes, in units and %**

Boxer			
Total episodes			
1 614			
Number of TV series titles	89		
Identified	79	89%	
Breakdown by Region of Origin of episodes identified			
1 564			
97%			
European OBS		International	
814		750	
52%		48%	
EU 28	Other European OBS	US	Other International
745	69	741	9
48%	4%	47%	1%
EU 28 non-national	National		
460	285		
29%	18%		

Source: European Audiovisual Observatory

**Figure 156. Boxer – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



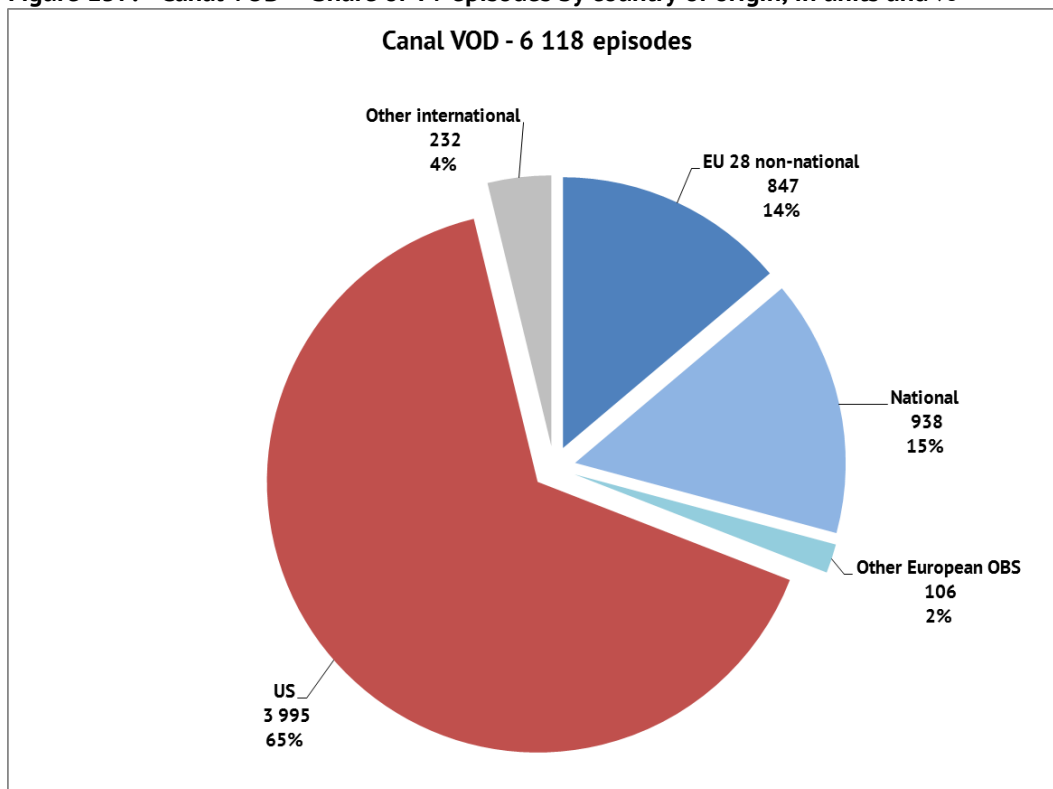
### 3.3.3. Canal VOD (France)

Table 109. Canal VOD – Country of origin of TV episodes, in units and %

Canal VOD			
Total episodes			
6 144			
Number of TV series titles	249		
Identified	246	99%	
Breakdown by Region of Origin of episodes identified			
6 118			
100%			
European OBS		International	
1 891		4 227	
31%		69%	
EU 28	Other European OBS	US	Other International
1 785	106	3 995	232
29%	2%	65%	4%
EU 28 non-national	National		
847	938		
14%	15%		

Source: European Audiovisual Observatory

Figure 157. Canal VOD – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory

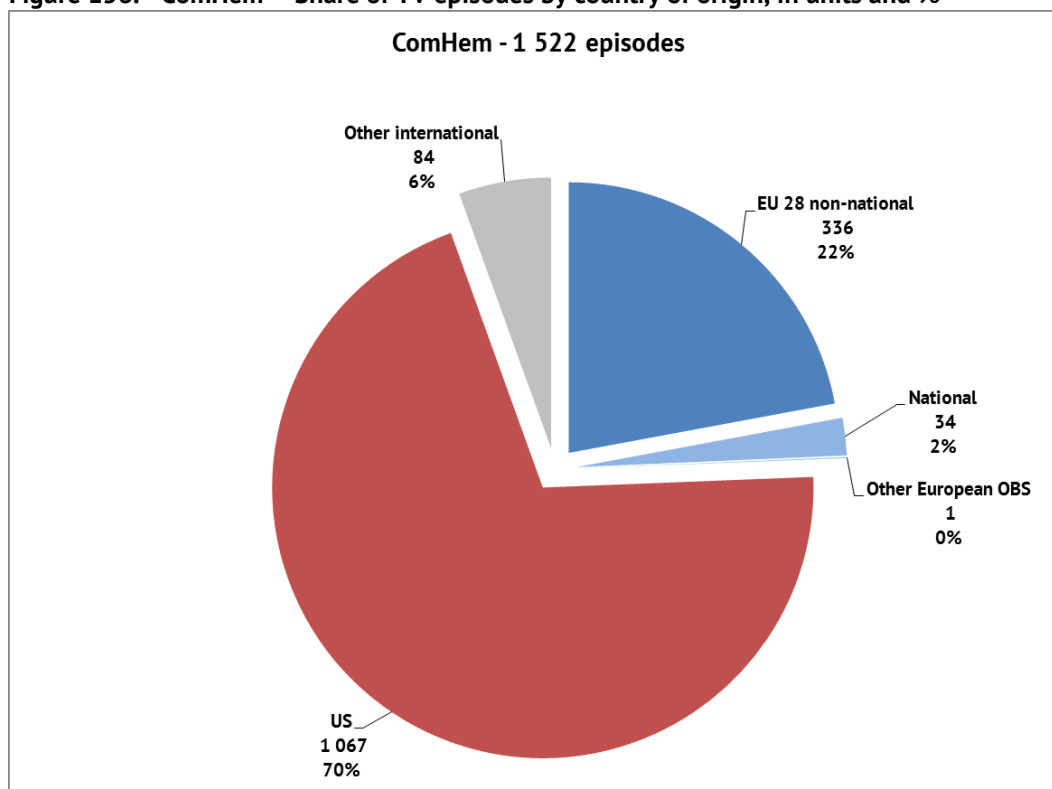
### 3.3.4. ComHem (Sweden)

**Table 110. ComHem – Country of origin of TV episodes, in units and %**

ComHem					
Total episodes					
1 533					
Number of TV series titles	99				
Identified	95	96%			
Breakdown by Region of Origin of episodes identified					
1 522					
99%					
European OBS			International		
371			24%		
1 151			76%		
EU 28		Other European OBS		US	
EU 28 non-national		National		Other International	
370	24%	1	0%	1 067	70%
336	22%	34	2%	84	6%

Source: European Audiovisual Observatory

**Figure 158. ComHem – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

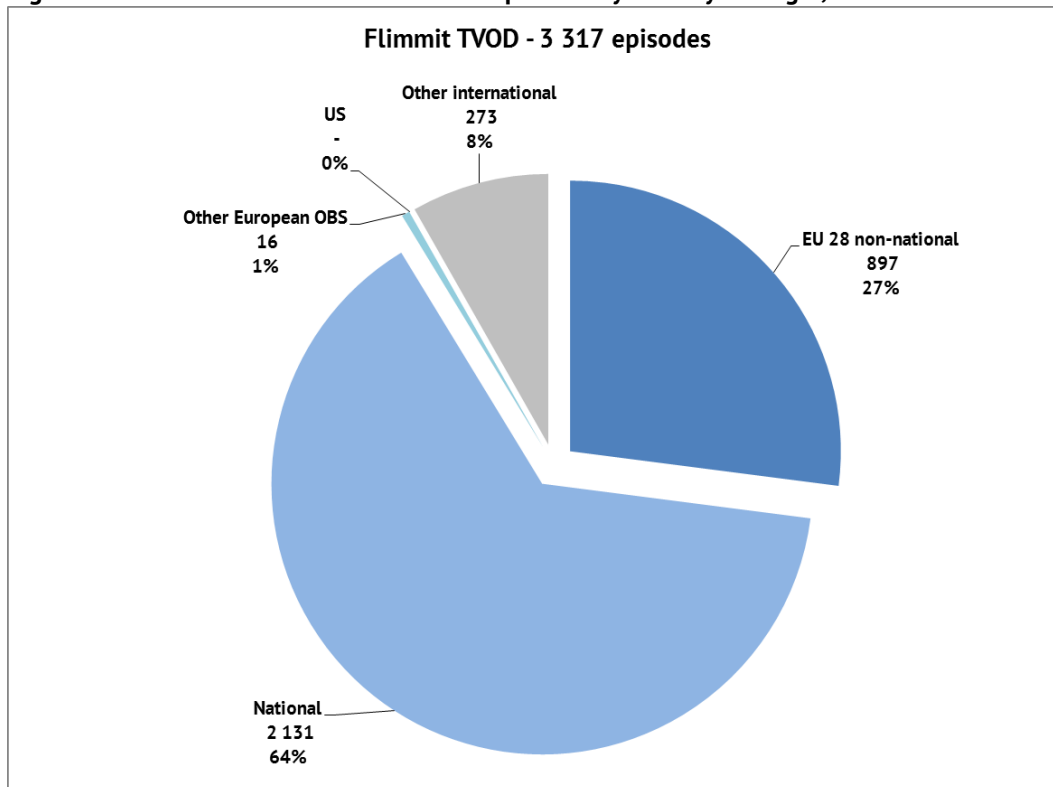
### 3.3.5. Flimmit TVOD (Austria)

Table 111. Flimmit TVOD – Country of origin of TV episodes, in units and %

Flimmit TVOD				
Total episodes				
3 317				
Number of TV series titles	144			
Identified	143	99%		
Breakdown by Region of Origin of episodes identified				
3 317				
100%				
European OBS			International	
3 044			273	
92%			8%	
EU 28		Other International		
Other European OBS		US		Other International
3 028	91%	16	0%	0
0	0%	273	8%	
EU 28 non-national		National		
897	27%	2 131		
		64%		

Source: European Audiovisual Observatory

Figure 159. Flimmit TVOD – Share of TV episodes by country of origin, in units and %



Source: European Audiovisual Observatory



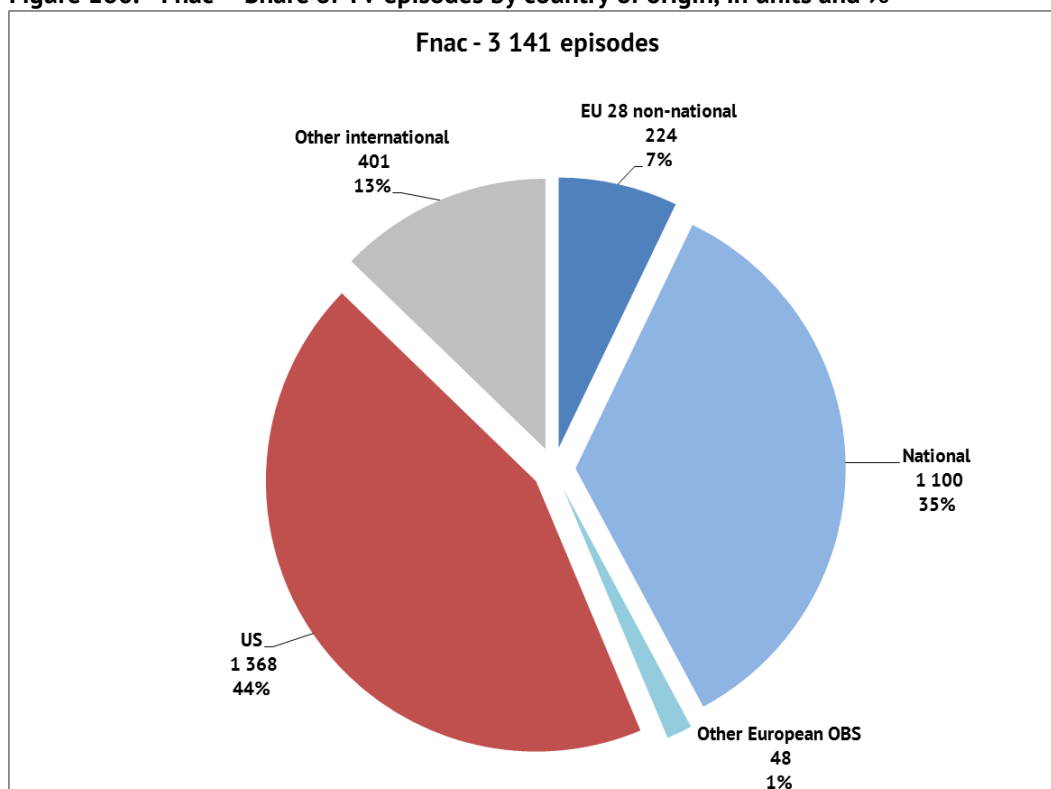
### 3.3.6. Fnac (France)

**Table 112. Fnac – Country of origin of TV episodes, in units and %**

Fnac					
Total episodes					
3 142					
Number of TV series titles	122				
Identified	120	98%			
Breakdown by Region of Origin of episodes identified					
3 141					
100%					
European OBS			International		
1 372			1 769		
44%			56%		
EU 28		Other European OBS	US	Other International	
1 324	42%	48	2%	1 368	44%
				401	13%
EU 28 non-national		National			
224	7%	1 100	35%		

Source: European Audiovisual Observatory

**Figure 160. Fnac – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

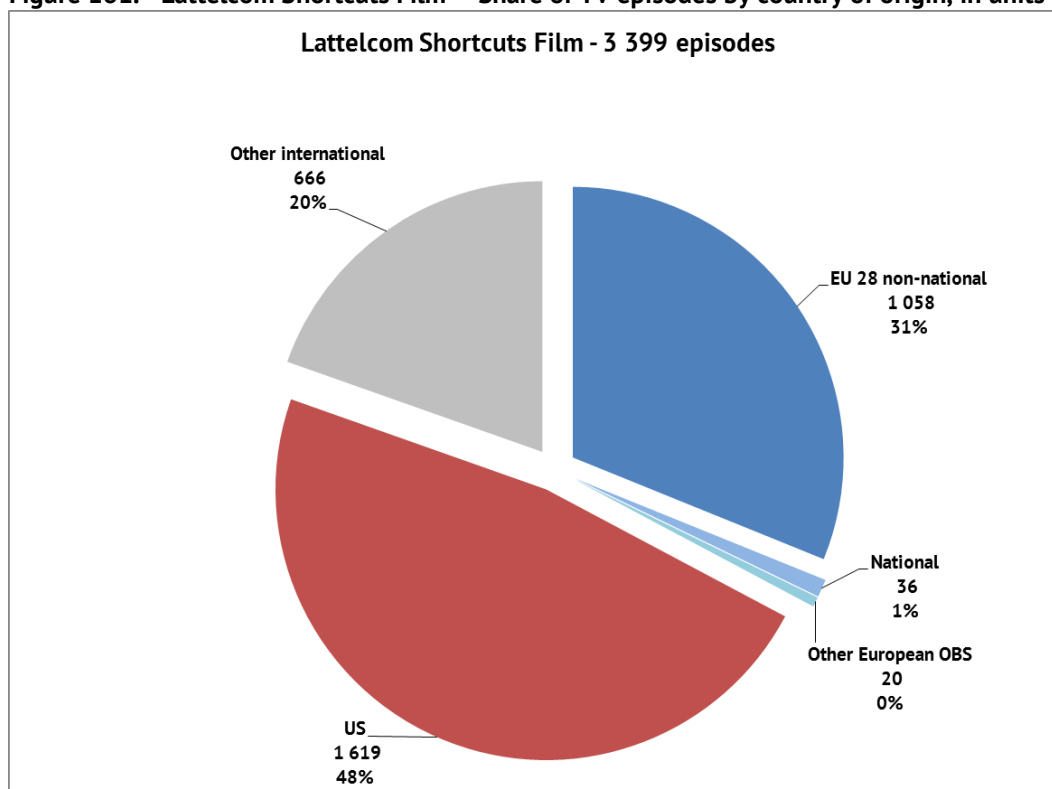
### 3.3.7. Lattelcom Shortcut Film (Latvia)

**Table 113. Lattelcom Shortcuts Film – Country of origin of TV episodes, in units and %**

Lattelcom Shortcuts Film				
Total episodes				
3 658				
Number of TV series titles	148			
Identified	119	80%		
Breakdown by Region of Origin of episodes identified				
3 399				
93%				
European OBS			International	
1 114			2 285	
33%			67%	
EU 28		Other European OBS	US	Other International
1 094	32%	20	1%	1 619
48%		20%		666
EU 28 non-national		National		
1 058	31%	36	1%	

Source: European Audiovisual Observatory

**Figure 161. Lattelcom Shortcuts Film – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



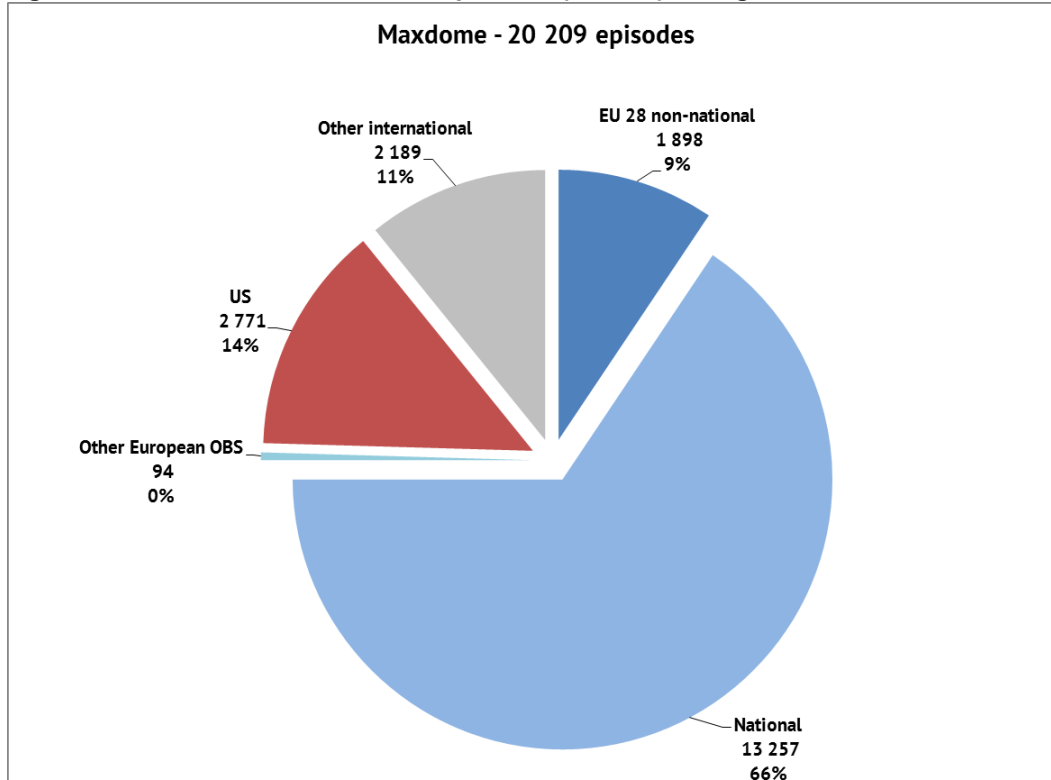
### 3.3.8. Maxdome (Germany)

**Table 114. Maxdome – Country of origin of TV episodes, in units and %**

Maxdome				
Total episodes				
20 214				
Number of TV series titles	841			
Identified	839	100%		
Breakdown by Region of Origin of episodes identified				
20 209				
100%				
European OBS			International	
15 249			4 960	
75%			25%	
EU 28		Other European OBS	US	Other International
15 155	75%	94	0%	
			2 771	14%
			2 189	11%
EU 28 non-national		National		
1 898	9%	13 257	66%	

Source: European Audiovisual Observatory

**Figure 162. Maxdome – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

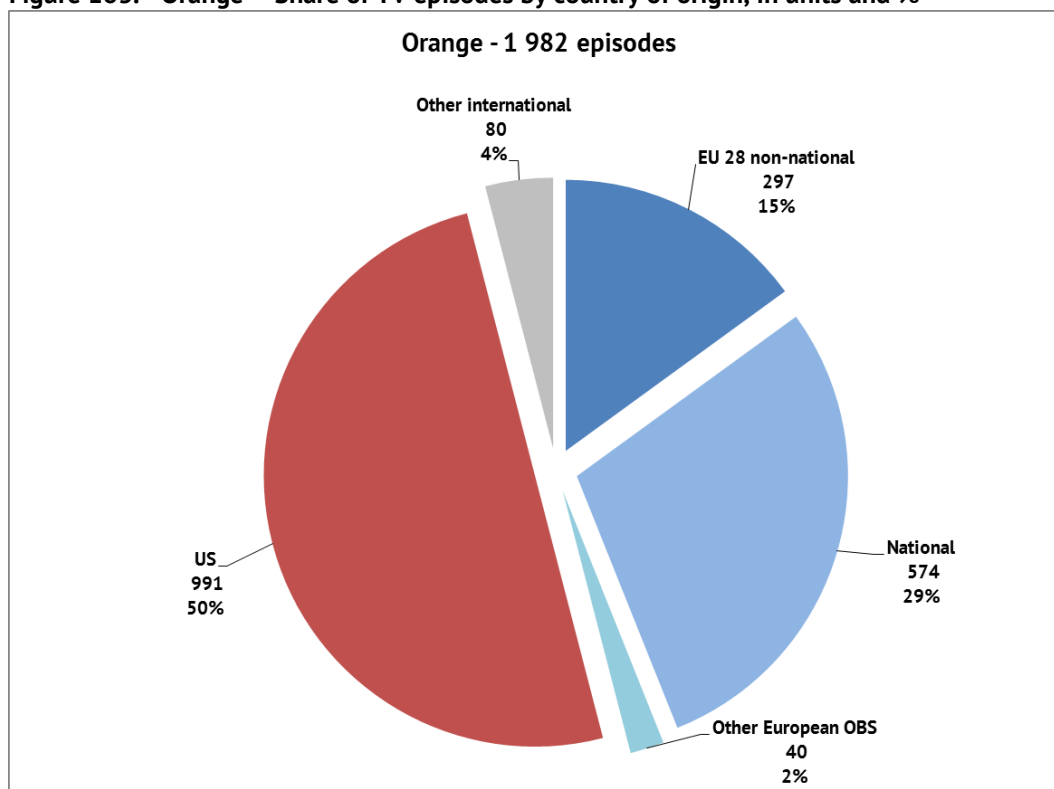
### 3.3.9. Orange (France)

**Table 115. Orange – Country of origin of TV episodes, in units and %**

Orange			
Total episodes			
2 030			
Number of TV series titles	124		
Identified	120	97%	
Breakdown by Region of Origin of episodes identified			
1 982			
98%			
European OBS		International	
911		1 071	
46%		54%	
EU 28		US	
Other European OBS		Other International	
871	44%	991	50%
40	2%	80	4%
EU 28 non-national		National	
297	15%	574	29%

Source: European Audiovisual Observatory

**Figure 163. Orange – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

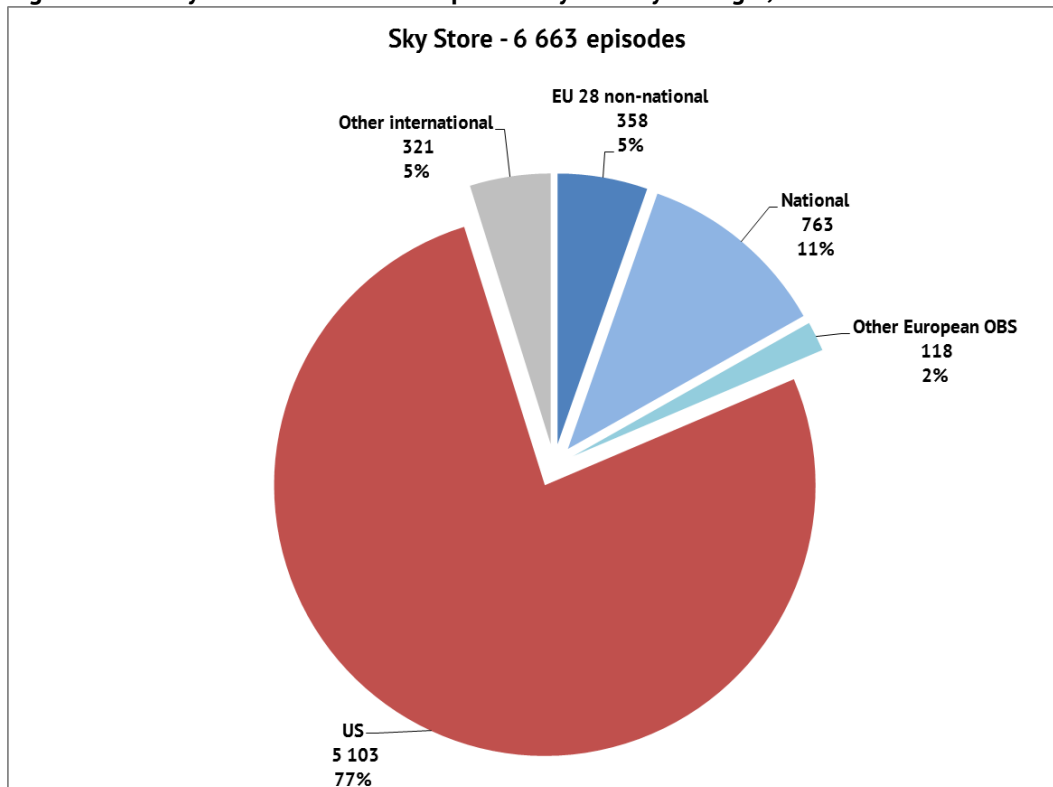
### 3.3.10. SkyStore (United Kingdom)

**Table 116. Sky Store – Country of origin of TV episodes, in units and %**

Sky Store				
Total episodes				
6 770				
Number of TV series titles	161			
Identified	149	93%		
Breakdown by Region of Origin of episodes identified				
6 663				
98%				
European OBS			International	
1 239			19%	
5 424			81%	
EU 28		Other European OBS		
1 121		118		
17%		2%		
US		Other International		
5 103		321		
77%		5%		
EU 28 non-national		National		
358		763		
5%		11%		

Source: European Audiovisual Observatory

**Figure 164. Sky Store – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory



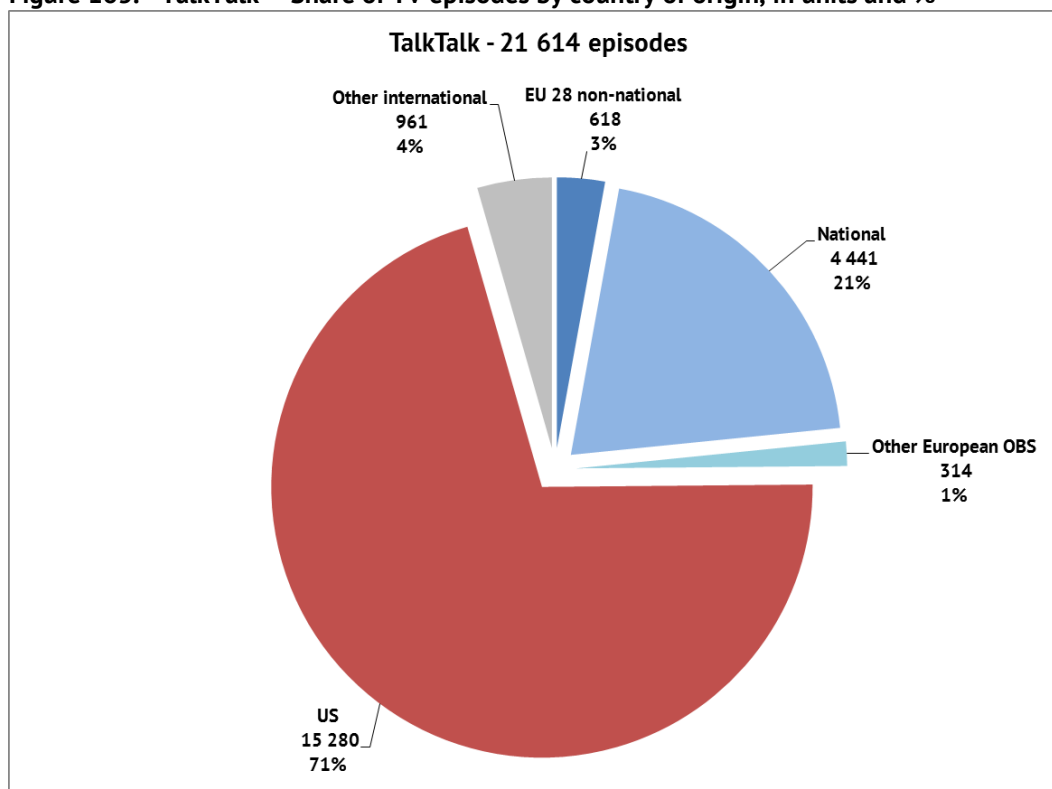
### 3.3.11. TalkTalk (United Kingdom)

**Table 117. TalkTalk – Country of origin of TV episodes, in units and %**

TalkTalk					
Total episodes					
22 083					
Number of TV series titles	771				
Identified	686	89%			
Breakdown by Region of Origin of episodes identified					
21 614					
98%					
European OBS			International		
5 373			16 241		
25%			75%		
EU 28		Other European OBS	US	Other International	
5 059	23%	314	1%	15 280	71%
				961	4%
EU 28 non-national		National			
618	3%	4 441	21%		

Source: European Audiovisual Observatory

**Figure 165. TalkTalk – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

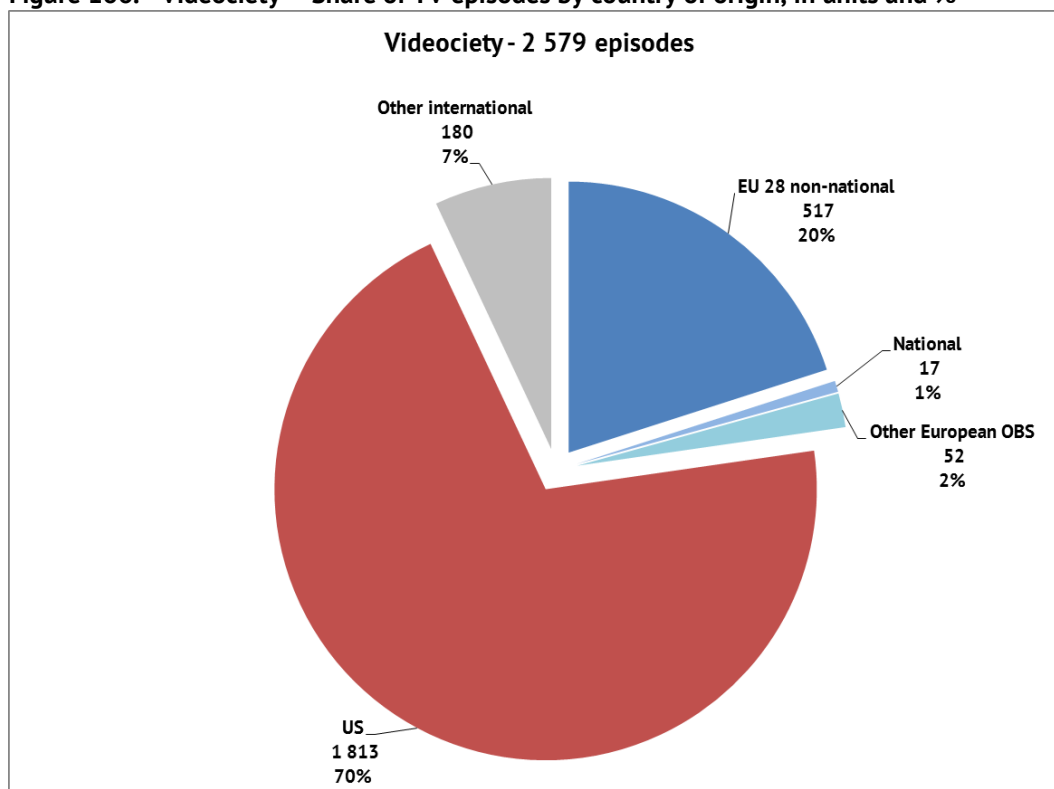
### 3.3.12. Videociety (Germany)

**Table 118. Videociety – Country of origin of TV episodes, in units and %**

Videociety					
Total episodes					
2 593					
Number of TV series titles	117				
Identified	113	97%			
Breakdown by Region of Origin of episodes identified					
2 579					
99%					
European OBS			International		
586			23%		
1 993			77%		
EU 28		Other European OBS		US	Other International
534	21%	52	2%	1 813	70%
1 813		180		7%	
70%		7%			
EU 28 non-national		National			
517	20%	17	1%		

Source: European Audiovisual Observatory

**Figure 166. Videociety – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

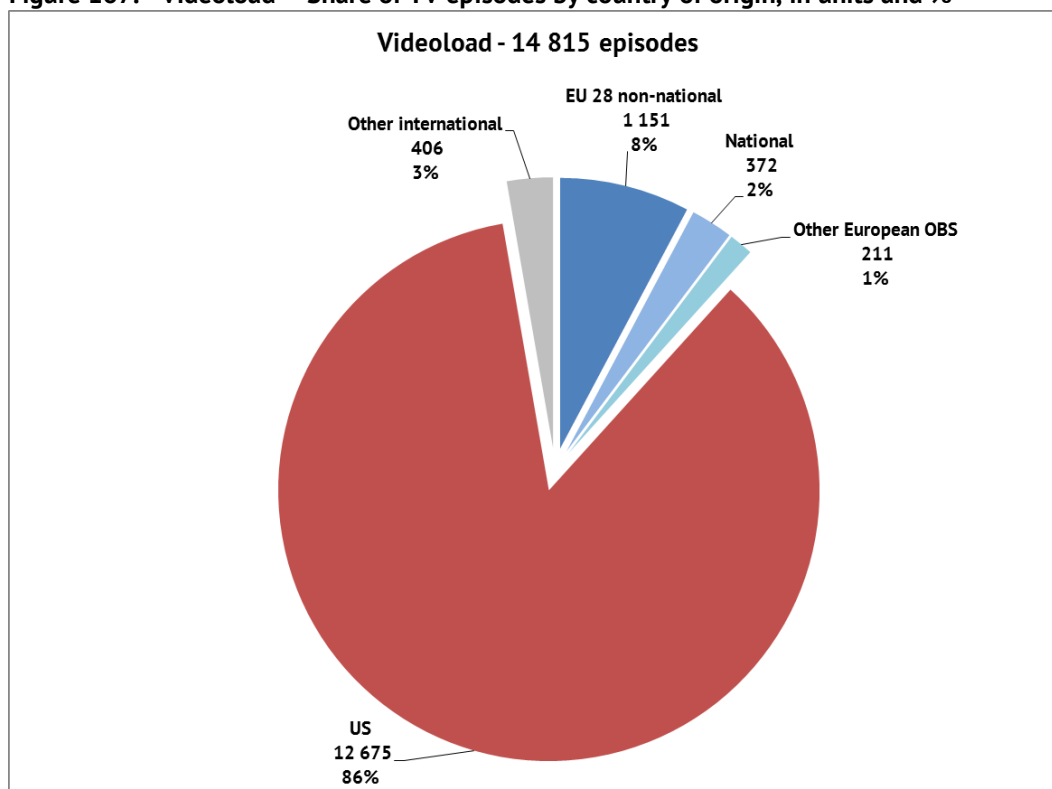
### 3.3.13. Videoload (Germany)

**Table 119. Videoload – Country of origin of TV episodes, in units and %**

Videoload				
Total episodes				
14 858				
Number of TV series titles	326			
Identified	323	99%		
Breakdown by Region of Origin of episodes identified				
14 815				
100%				
European OBS			International	
1 734			13 081	
			88%	
EU 28		Other European OBS	US	Other International
1 523	10%	211	1%	
			12 675	86%
			406	3%
EU 28 non-national		National		
1 151	8%	372	3%	

Source: European Audiovisual Observatory

**Figure 167. Videoload – Share of TV episodes by country of origin, in units and %**



Source: European Audiovisual Observatory

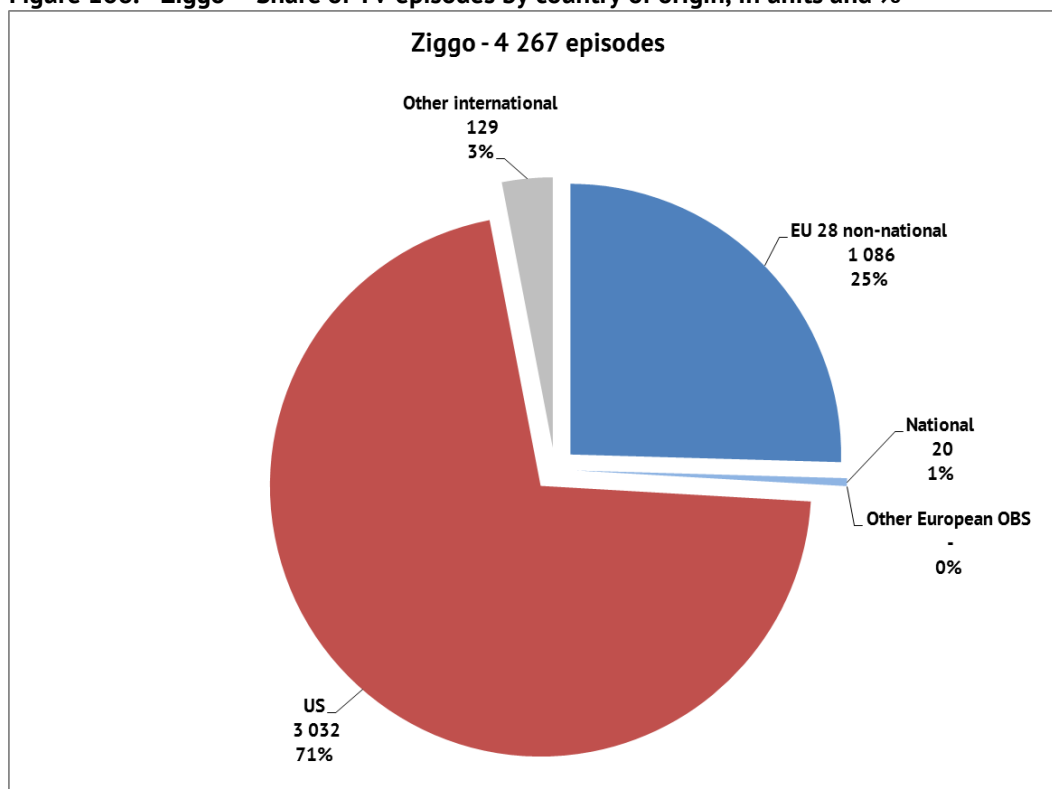
### 3.3.14. Ziggo (Netherlands)

Table 120. Ziggo – Country of origin of TV episodes, in units and %

Ziggo					
Total episodes					
4 619					
Number of TV series titles	172				
Identified	138	80%			
Breakdown by Region of Origin of episodes identified					
4 267					
92%					
European OBS			International		
1 106			26%		
3 161			74%		
EU 28		Other European OBS		US	
Other International					
1 106	26%	0	0%	3 032	71%
				129	3%
EU 28 non-national		National			
1 086	25%	20	0%		

Source: European Audiovisual Observatory

Figure 168. Ziggo – Share of TV episodes by country of origin, in units and %

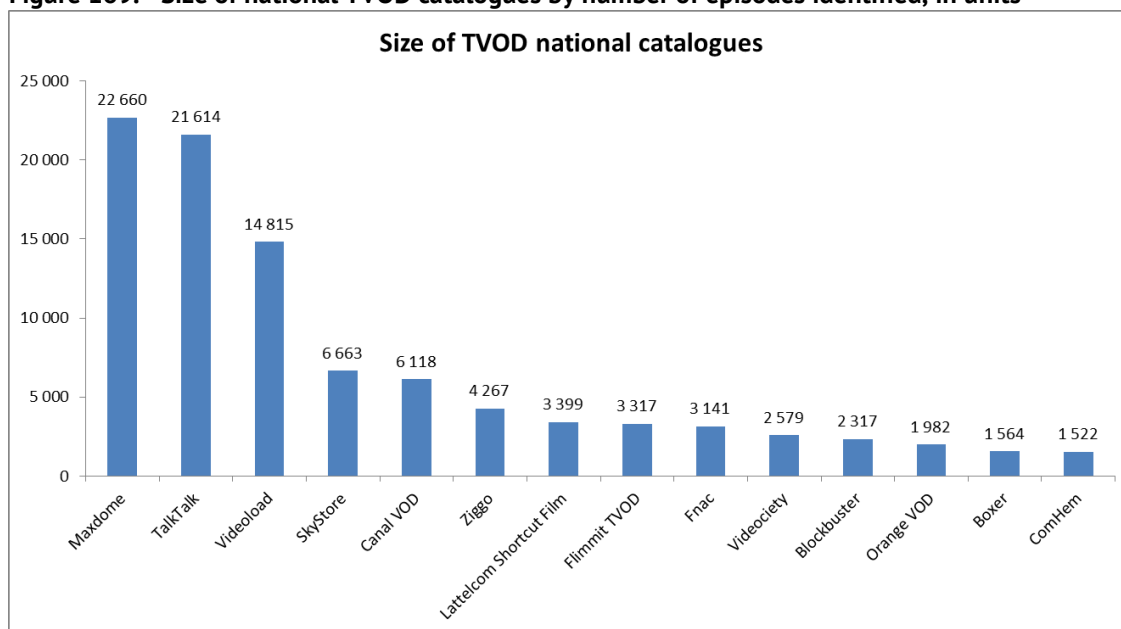


Source: European Audiovisual Observatory

### 3.3.15. Comparison between national TVOD services

#### 3.3.15.1. Size of catalogues

**Figure 169. Size of national TVOD catalogues by number of episodes identified, in units**

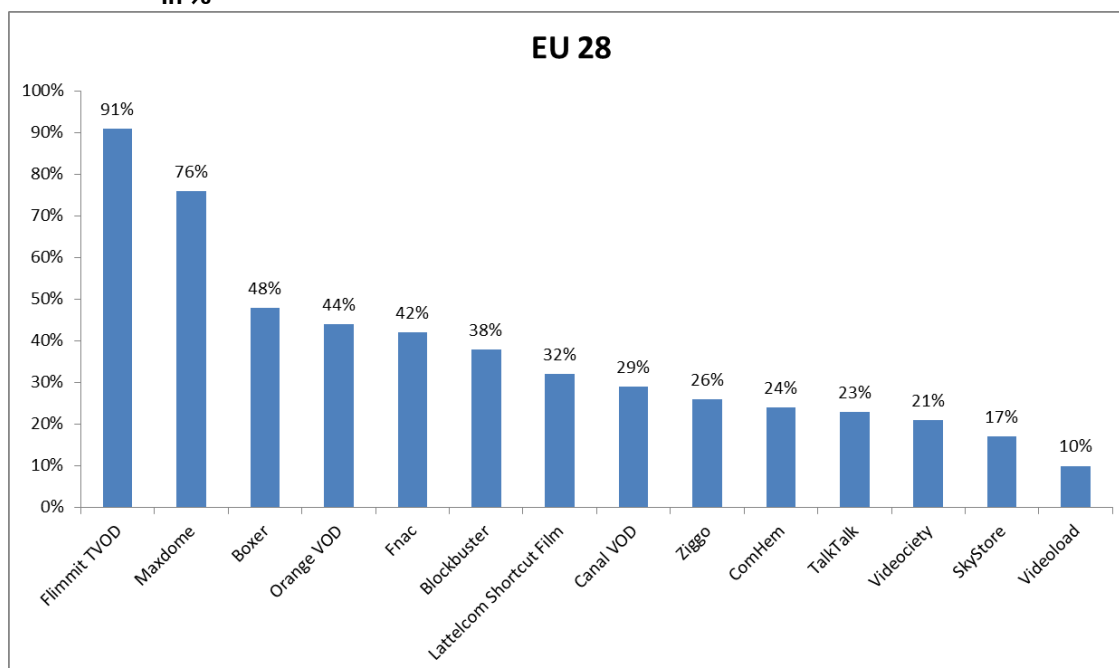


Source: European Audiovisual Observatory

### 3.3.15.2. Region of origin of TV episodes

#### 3.3.15.2.1. Share of EU 28 TV episodes

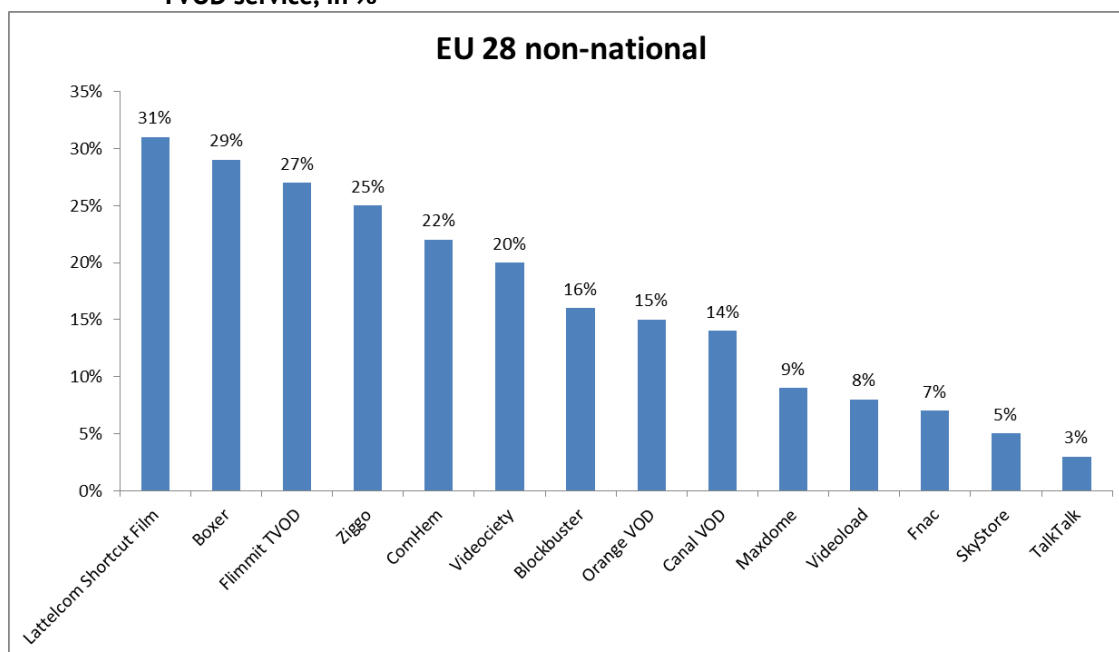
**Figure 170. All national TVOD services – Share of EU 28 TV episodes per national TVOD service, in %**



Source: European Audiovisual Observatory

#### 3.3.15.2.2. Share of EU non-national TV episodes

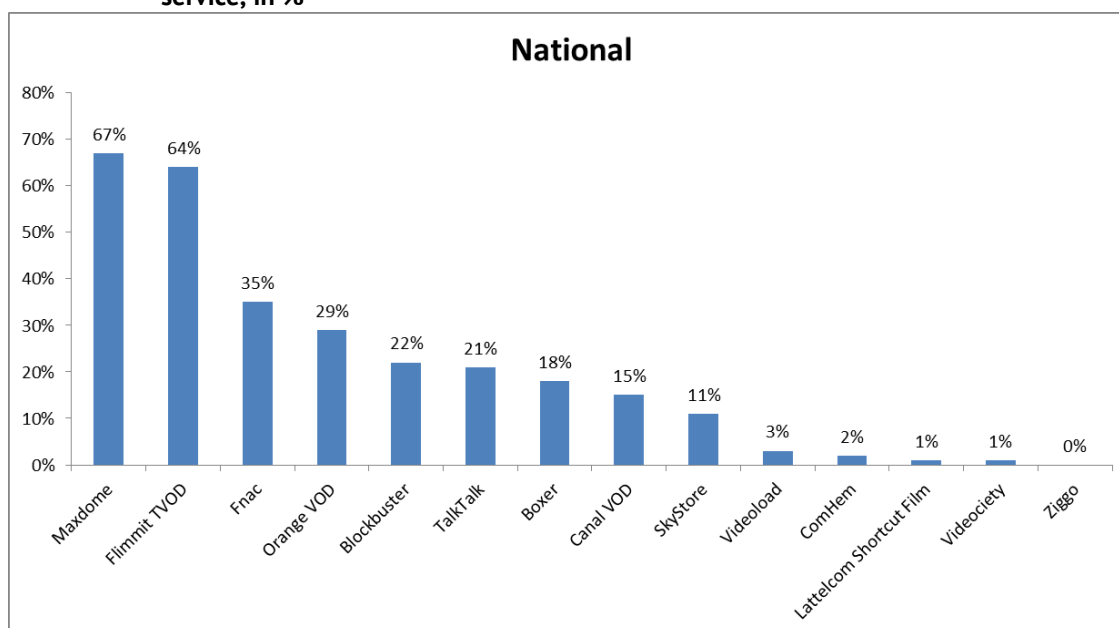
**Figure 171. All national TVOD services – Share of EU 28 non-national TV episodes per national TVOD service, in %**



Source: European Audiovisual Observatory

### 3.3.15.2.3. Share of national TV episodes

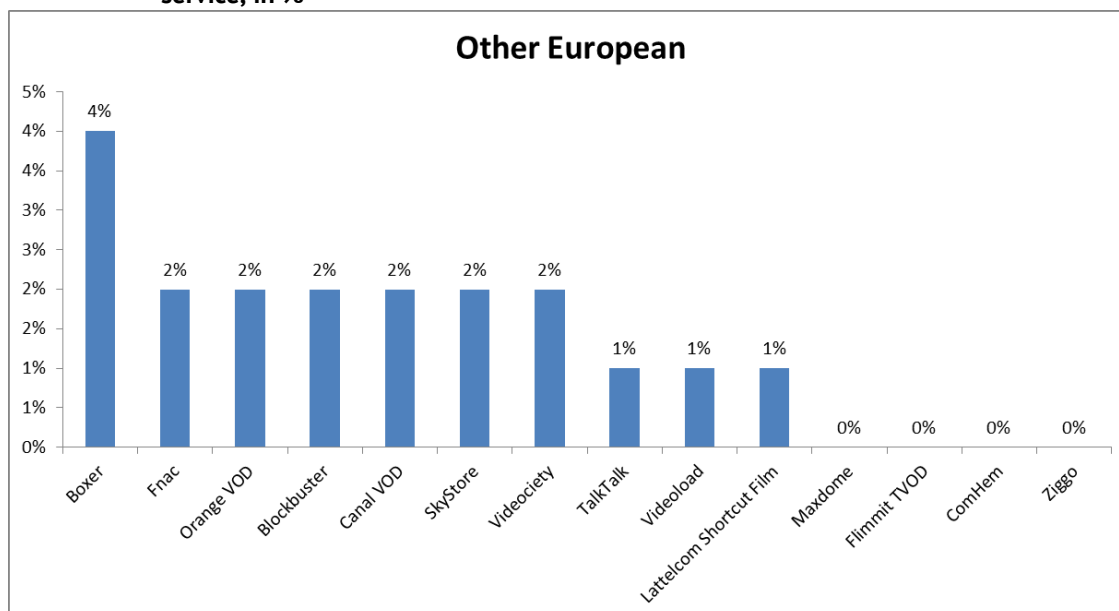
**Figure 172. All national TVOD services – Share of national TV episodes per national TVOD service, in %**



Source: European Audiovisual Observatory

### 3.3.15.2.4. Share of other European TV episodes

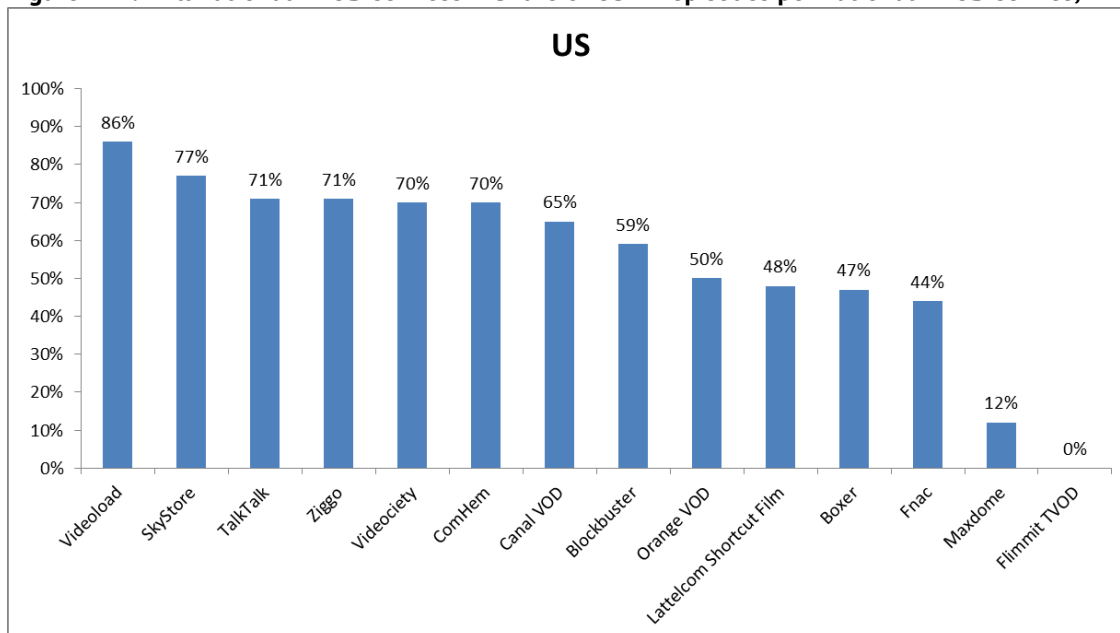
**Figure 173. All national TVOD services – Share of other European TV episodes per national TVOD service, in %**



Source: European Audiovisual Observatory

3.3.15.2.5. Share of US TV episodes

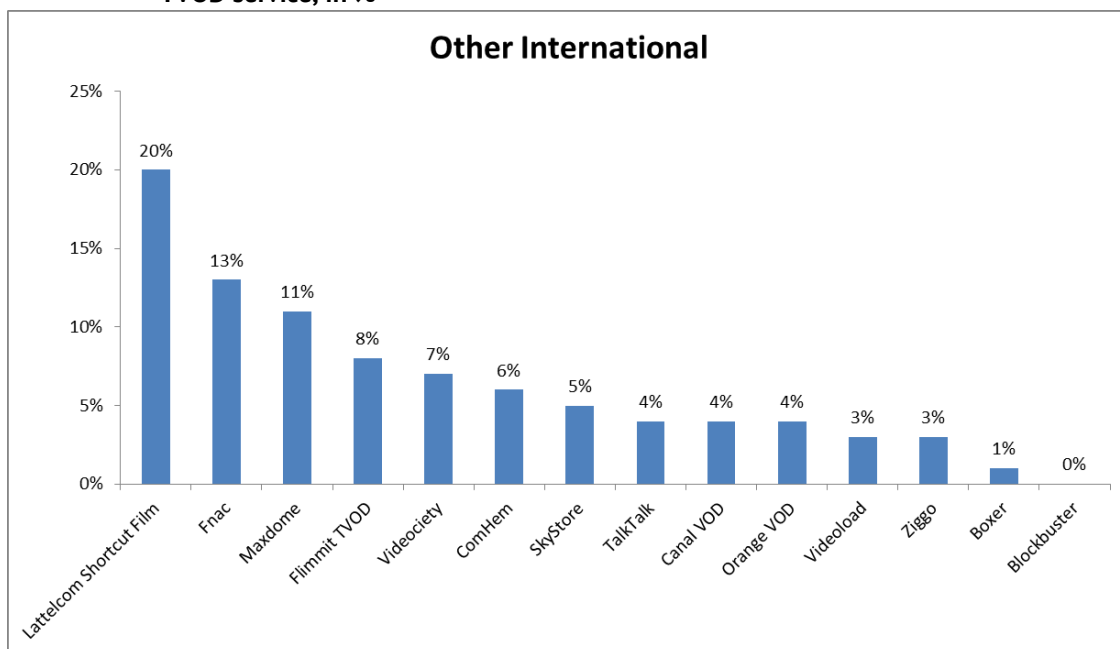
Figure 174. All national TVOD services – Share of US TV episodes per national TVOD service, in %



Source: European Audiovisual Observatory

3.3.15.2.6. Share of other international TV episodes

Figure 175. All national TVOD services – Share of other international TV episodes per national TVOD service, in %



Source: European Audiovisual Observatory





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